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# TRUSSARDI



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|  |           |
|--|-----------|
| <b>INTRODUCTION</b>  | <b>6</b>  |
| <b>POSITIONING AND MARKET CONTEXT</b>                        | <b>7</b>  |
| Current Brand Positioning and Value Proposition              | 7         |
| Brand Core Values and Current Brand Equity Positioning       | 8         |
| Market Segmentation and Target Market                        | 9         |
| <i>Geographic Segmentation</i>                               | 9         |
| <i>Demographic Segmentation</i>                              | 9         |
| <i>Psychographic Segmentation</i>                            | 9         |
| <i>Behavioural Segmentation</i>                              | 9         |
| <i>Overall Target Market Summary</i>                         | 10        |
| Competitor Overview  | 10        |
| <i>Emporio Armani</i>  | 10        |
| <i>Hugo Boss</i>   | 11        |
| <i>Adolfo Dominguez</i>                                      | 11        |
| Brand Positioning Graphic with Competitors                   | 12        |
| Key Competences  | 13        |
| <i>Italian Craftsmanship and Leather Expertise</i>           | 13        |
| <i>Heritage-Driven Brand Identity</i>                        | 13        |
| <i>Accessible or “Democratic” Luxury Positioning</i>         | 13        |
| <i>Lifestyle Brand Diversification</i>                       | 14        |
| <i>Versatility and Product Breadth</i>                       | 14        |
| <i>Brand Collaborations and Cross-Industry Partnerships</i>  | 14        |
| <i>Repositioning and Adaptability Capability</i>             | 14        |
| SWOT Analysis  | 14        |
| <i>Strengths</i>   | 14        |
| <i>Weaknesses</i>  | 15        |
| <i>Opportunities</i>   | 15        |
| <i>Threats</i>   | 16        |
| <b>PROPOSAL</b>  | <b>17</b> |
| <b>Rebuilding Trussardi Through Controlled Modernisation</b> | <b>17</b> |
| Strategic Pillars For Our Strategy                           | 17        |
| <i>Heritage Repositioning and Identity Evolution</i>         | 17        |
| <i>Digital-First Cultural Relevance</i>                      | 18        |
| <i>Experiential Retail and Consumer Experience</i>           | 19        |
| <i>Geographic Expansion Strategy</i>                         | 19        |



|   |           |
|---|-----------|
| <i>Long-Term Strategic Vision</i>                     | 20        |
| B2C and B2B   | 21        |
| <i>Current B2C and B2B Distribution Model</i>         | 21        |
| <i>Proposed B2C and B2B Distribution Architecture</i> | 22        |
| Retail, wholesale, digital, and social commerce logic | 23        |
| <i>Current</i>  | 23        |
| <i>Proposed Strategy</i>                              | 24        |
| Channel Hierarchy                                     | 25        |
| <i>Current</i>  | 25        |
| <i>Proposed Channel Hierarchy</i>                     | 26        |
| Degree of control                                     | 27        |
| <i>Current</i>  | 28        |
| <i>Proposed Strategy</i>                              | 28        |
| <b>CUSTOMER JOURNEY</b>                               | <b>30</b> |
| Awareness Stage                                       | 30        |
| <i>Core Initiatives</i>                               | 31        |
| <i>Secondary Initiatives</i>                          | 31        |
| <i>KPIs</i>   | 31        |
| Consideration   | 32        |
| <i>Core Initiatives</i>                               | 34        |
| <i>Secondary Initiatives</i>                          | 34        |
| <i>KPIs</i>   | 35        |
| Purchase Stage  | 35        |
| <i>Core Initiatives</i>                               | 37        |
| <i>Secondary Initiatives</i>                          | 37        |
| <i>KPIs</i>   | 37        |
| Post-Purchase Stage                                   | 38        |
| <i>Core Initiatives</i>                               | 40        |
| <i>Secondary Initiatives</i>                          | 40        |
| KPIs  | 41        |
| Loyalty   | 41        |
| <i>Core Initiatives</i>                               | 42        |
| <i>Secondary Initiatives</i>                          | 44        |
| <i>KPIs</i>   | 44        |



|   |           |
|---|-----------|
| <b>PHYSICAL - DIGITAL INTEGRATION</b>                                     | <b>45</b> |
| In-Store  | 45        |
| <i>Magic Scan &amp; Availability</i>                                      | 45        |
| <i>Click &amp; Collect (BOPIS), Reserve in Store, and Ship-from-Store</i> | 45        |
| <i>Heritage Scan</i>  | 45        |
| <i>Caffe Trussardi</i>  | 45        |
| <i>Customer Recognition &amp; Personalised Clienteling</i>                | 46        |
| <i>Omnichannel Profile Integration</i>                                    | 46        |
| <i>Technology as an Enabler of Quiet Luxury</i>                           | 46        |
| Online  | 46        |
| <i>The Trussardi Society App</i>  | 46        |
| <i>Clienteling App</i>  | 47        |
| <i>Gentle Assistant</i>   | 47        |
| <i>The Virtual Palazzo</i>  | 47        |
| <i>QR Code and Product Scan Functions</i>                                 | 47        |
| <i>Digital Wardrobe</i>   | 48        |
| <i>Extending the Boutique Experience Through Digital Integration</i>      | 48        |
| <i>Omnichannel Consistency Across Physical and Digital Retail</i>         | 48        |
| <i>Online-to-Offline Customer Flow Integration</i>                        | 49        |
| Post Purchase   | 49        |
| <i>Post-Purchase Relationship Ecosystem</i>                               | 49        |
| <i>Integrated Communication &amp; Experiential Engagement</i>             | 50        |
| <i>Building Continuous Omnichannel Engagement</i>                         | 50        |
| <b>CRM &amp; PERSONALIZATION LOGIC</b>                                    | <b>52</b> |
| CRM Data Collection Strategy  | 52        |
| Who Collects Customer Data? And How?                                      | 52        |
| <i>Data Collection Points Across the Customer Journey</i>                 | 53        |
| <i>Customer Incentives to Share Data</i>                                  | 54        |
| <i>Challenges and Privacy Considerations</i>                              | 55        |
| What Does The Brand Do With The Collected Data?                           | 55        |
| <i>Customer Segments That Are Built</i>                                   | 55        |
| <i>Personalized Actions Triggered</i>                                     | 56        |
| <i>Realistic CRM/CDP Level</i>  | 56        |
| What does personalisation look like?                                      | 57        |
| <i>Airport behaviour personalisation</i>                                  | 57        |



|   |           |
|---|-----------|
| <i>Gift-Oriented Personalisation Through Behavioural Change</i> | 57        |
| <b>KPIs &amp; EXPERIENCE MEASUREMENT</b>                        | <b>58</b> |
| Acquisition   | 58        |
| Experience  | 58        |
| Retention & Value   | 59        |
| <b>CONCLUSION</b>   | <b>60</b> |
| Future Outlook  | 60        |
| <b>REFERENCES</b>   | <b>61</b> |



## INTRODUCTION

This project explores how Trussardi can reposition itself within the contemporary luxury market through a strategy of controlled modernisation. Founded in Milan in 1911, Trussardi has historically built its identity around Italian craftsmanship, leather expertise, understated elegance, and timeless design. However, despite its strong heritage and cultural credibility, the brand has faced increasing challenges related to fragmented distribution, inconsistent positioning, limited digital maturity, and reduced cultural relevance within an increasingly competitive accessible luxury landscape.

In response, this proposal outlines a long-term strategy designed to modernise Trussardi without compromising the heritage values that define the brand. By strengthening omnichannel integration, experiential retail, CRM personalisation, selective distribution, and digital storytelling, the project aims to reposition Trussardi as a contemporary Milanese lifestyle brand capable of building stronger emotional relationships with consumers. Rather than relying on aggressive expansion or trend-driven visibility, the strategy prioritises authenticity, quiet luxury, and experience-led engagement in order to create sustainable long-term brand relevance and customer loyalty.



## POSITIONING AND MARKET CONTEXT

Before developing our proposal, it is important to understand Trussardi's current position within the contemporary luxury market. Trussardi operates within the accessible luxury segment, positioned between premium fashion and traditional luxury through its combination of Italian craftsmanship, timeless design, and Milanese sophistication. However, changing consumer expectations, digital transformation, and increased competition within the luxury industry have created new challenges around differentiation, cultural relevance, and long-term brand positioning. This section therefore explores Trussardi's current market position, target consumer, competitive landscape, and strategic opportunities within the evolving luxury sector.

### Current Brand Positioning and Value Proposition

Trussardi is currently positioned as an accessible Italian luxury lifestyle brand operating within the intermediate space between premium fashion and traditional luxury. The brand occupies a mid-to-high perceived quality position at a relatively more accessible price point, distinguishing itself from higher-priced luxury competitors while maintaining stronger heritage depth and craftsmanship associations than more commercially driven premium brands.

Founded in 1911 as a leather glove manufacturer, Trussardi's positioning remains strongly rooted in Italian craftsmanship, leather expertise, and Milanese design culture. These heritage associations continue to shape the brand's perceived authenticity and symbolic value within the accessible luxury market (Kapferer and Bastien, 2012). Unlike trend-led fashion brands that rely heavily on seasonal novelty, Trussardi's identity is grounded in timelessness, functionality, and understated elegance.

Following its acquisition by the Miroglio Group in 2024, the brand entered a new repositioning phase focused on "democratic luxury" — a strategy designed to bridge the gap between premium and traditional luxury while appealing to a broader aspirational consumer base (FashionNetwork, 2025). This reflects wider structural changes within the luxury industry, where growth is increasingly concentrated among consumers seeking heritage, quality, and emotional value at more accessible price points (McKinsey & Company, 2025).

At the centre of Trussardi's value proposition is the delivery of timeless and versatile products rooted in craftsmanship rather than fast-moving fashion cycles. The brand's emphasis on durability, material quality, and "evergreen" design reinforces its positioning within the growing quiet luxury movement, where consumers increasingly prioritise subtle sophistication, longevity, and authenticity over overt status signalling (Sicard, 2013).



As a result, Trussardi occupies a distinctive position within the contemporary luxury landscape: sophisticated but accessible, heritage-driven but adaptable, and lifestyle-oriented without relying on excessive exclusivity.

## **Brand Core Values and Current Brand Equity Positioning**

Trussardi's core values are centred around craftsmanship, heritage, functionality, and understated elegance. These values originate from the brand's historical expertise in leather manufacturing and continue to inform its broader lifestyle positioning today.

The brand's strong association with Italian craftsmanship remains one of its most valuable symbolic assets. Luxury branding theory consistently identifies craftsmanship and cultural authenticity as key drivers of long-term brand equity, particularly within heritage fashion houses (Kapferer and Bastien, 2012). In Trussardi's case, this heritage is reinforced through its emphasis on quality materials, timeless aesthetics, and practical sophistication.

The brand's Milanese identity also contributes significantly to its equity positioning. Rather than projecting highly conspicuous luxury, Trussardi has historically communicated a more refined and understated form of elegance associated with Italian lifestyle culture. The greyhound logo further reinforces these associations, symbolising movement, elegance, consistency, and sophistication.

Under the ownership of Miroglio Group, Trussardi's repositioning increasingly focuses on balancing exclusivity with accessibility. The brand is attempting to modernise its image through omnichannel development, digital communication, and lifestyle-led storytelling while preserving its heritage credibility (Luxury Tribune, 2024).

This repositioning reflects wider industry shifts where luxury consumers increasingly expect brands to provide not only products, but also emotional value, cultural relevance, and immersive experiences (McKinsey & Company, 2025). Consequently, Trussardi's current equity positioning relies on its ability to reinterpret traditional craftsmanship and Milanese elegance for a more contemporary, globally connected consumer.



## Market Segmentation and Target Market

### Geographic Segmentation

Geographically, Trussardi's strongest market remains Europe, particularly Italy, where the brand's heritage and cultural identity are most established. Since the acquisition by Miroglio Group, the company has focused on strengthening its presence within key European luxury markets while simultaneously exploring expansion opportunities in regions such as the Middle East and Eastern Europe (Pambianco News, 2024).

The brand's distribution model suggests a concentration within urban, fashion-oriented metropolitan environments where consumers are more engaged with premium and luxury consumption patterns. This reflects broader luxury industry trends in which growth is increasingly concentrated within global cities and emerging luxury regions (McKinsey & Company, 2025).

### Demographic Segmentation

Trussardi primarily targets middle- to high-income consumers seeking premium quality and Italian design at a more accessible price point than traditional luxury brands. The repositioning toward democratic luxury indicates a focus on aspirational consumers who value quality, heritage, and refinement, but remain more price-conscious than ultra-luxury buyers (FashionNetwork, 2025).

The brand appeals to both male and female consumers across categories including ready-to-wear, leather goods, accessories, and lifestyle products.

### Psychographic Segmentation

Psychographically, Trussardi targets consumers who prioritise timeless elegance, authenticity, and craftsmanship over trend-driven consumption. The brand appeals to individuals seeking versatile and wearable luxury that integrates naturally into everyday life.

The emphasis on archive-inspired "evergreen" products aligns with a broader consumer shift toward investment dressing, emotional longevity, and understated luxury aesthetics (Kapferer and Bastien, 2012).

### Behavioural Segmentation

Behaviourally, Trussardi consumers engage with fashion as part of a broader lifestyle ecosystem. Customers often purchase across multiple product categories and increasingly interact with brands through hybrid omnichannel experiences combining physical retail and digital platforms.



The current repositioning strategy reflects this behavioural shift by strengthening e-commerce infrastructure and omnichannel integration while continuing to invest selectively in physical flagship environments (Pambianco News, 2024).

### **Overall Target Market Summary**

Overall, Trussardi's target market consists of aspirational luxury consumers seeking Italian craftsmanship, timeless design, and lifestyle versatility within an accessible luxury price range. The brand occupies an intermediate space between premium and luxury, appealing to consumers who value heritage and quality while engaging with fashion in a more contemporary and omnichannel-driven way.

## **Competitor Overview**

### **Emporio Armani**

**Story:** Founded in 1981 as a diffusion line of Giorgio Armani, Emporio Armani was designed to provide a younger and more contemporary interpretation of Italian luxury. The brand combines refined tailoring with a more accessible lifestyle-oriented approach and has developed strong global recognition through its sleek aesthetic, urban sophistication, and connection to youth culture.

**Target:** Emporio Armani targets aspirational luxury consumers and younger professionals seeking premium fashion with strong brand recognition. The brand appeals to both men and women who value contemporary elegance, versatility, and understated status.

**Communication:** Communication strategies focus heavily on polished visual storytelling, celebrity associations, nightlife culture, and digital engagement. The brand maintains strong visibility across campaigns, sports sponsorships, and social media platforms.

**Merchandising Mix:** The portfolio includes ready-to-wear, tailoring, accessories, fragrance, footwear, watches, and underwear, balancing trend relevance with Armani's signature minimalism.

**Distribution:** Emporio Armani operates through a strong omnichannel network including flagship stores, department stores, e-commerce, and selective wholesale partnerships across Europe, Asia, and the Middle East.

**Best Practice:** The brand successfully balances accessibility and prestige through a tiered luxury strategy that preserves Armani heritage while reaching younger aspirational consumers.



### Hugo Boss

**Story:** Founded in 1924 in Germany, Hugo Boss evolved from a traditional tailoring company into a global premium fashion brand recognised for modern suiting and lifestyle apparel. Through its “CLAIM 5” transformation strategy, the brand repositioned itself toward younger, digitally engaged consumers.

**Target:** The brand primarily targets style-conscious professionals and aspirational consumers seeking premium-quality fashion positioned between formal tailoring and contemporary lifestyle dressing.

**Communication:** Hugo Boss relies heavily on digital-first campaigns, celebrity collaborations, experiential retail, and social media engagement to maintain relevance among younger consumers.

**Merchandising Mix:** Its product offering combines tailoring, casualwear, athleisure, accessories, and fragrance, balancing formal heritage with contemporary lifestyle products.

**Distribution:** The brand maintains a strong omnichannel presence through flagship stores, wholesale partnerships, and direct-to-consumer e-commerce.

**Best Practice:** Hugo Boss represents a successful example of brand modernisation through digital transformation and lifestyle repositioning.

### Adolfo Dominguez

**Story:** Founded in Spain in 1976, Adolfo Domínguez built its reputation through minimalist aesthetics, timeless design, and early sustainability advocacy within fashion.

**Target:** The brand targets consumers seeking understated, functional, and versatile fashion with an emphasis on quality and longevity rather than seasonal trends.

**Communication:** Communication strategies focus on authenticity, simplicity, sustainability, and timelessness, maintaining a more understated marketing approach compared to larger luxury competitors.

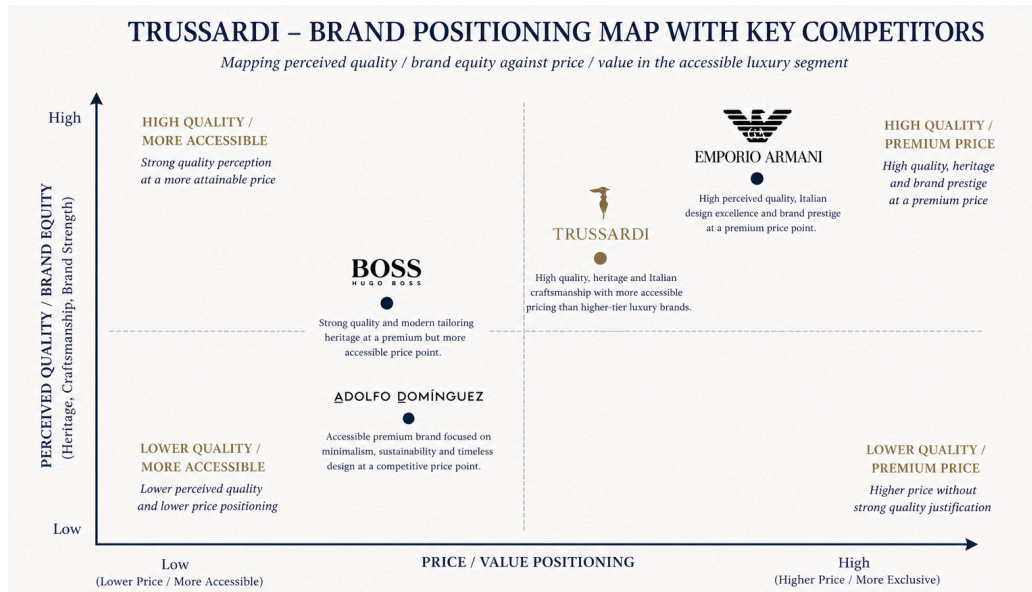
**Merchandising Mix:** The portfolio includes ready-to-wear, footwear, and accessories characterised by neutral palettes, minimalist silhouettes, and practical elegance.

**Distribution:** The brand operates through owned retail, e-commerce, and international wholesale networks with strong presence across Europe and selected international markets.



**Best Practice:** Adolfo Domínguez differentiates itself through consistency in minimalist design and long-term value positioning.

## Brand Positioning Graphic with Competitors



The competitive positioning of Trussardi can be analysed through a quality versus price/value positioning matrix comparing the brand with competitors such as Emporio Armani, Hugo Boss, and Adolfo Domínguez. Positioning frameworks of this type are commonly used within luxury brand analysis to evaluate differentiation through perceived quality, pricing, and heritage associations (Heine and Trommsdorff, 2010).

Within the higher end of the matrix, Emporio Armani occupies a strong position in both perceived quality and price due to its association with Giorgio Armani and its reputation for refined Italian luxury. Diffusion lines such as Emporio Armani demonstrate how luxury groups can maintain prestige while expanding accessibility and market reach (Kapferer and Bastien, 2012).

Hugo Boss operates within the premium segment, combining tailoring expertise with more accessible pricing. The brand appeals strongly to aspirational consumers seeking contemporary sophistication without entering the highest luxury tier.

Adolfo Domínguez occupies a comparable price level but with lower global brand equity. Its differentiation is based primarily on minimalism, sustainability, and understated design.



Trussardi is strategically positioned between these competitors. While positioned slightly below Emporio Armani in prestige and price perception, it offers stronger heritage depth and craftsmanship associations than Hugo Boss and Adolfo Domínguez. This allows the brand to function as a bridge between premium and traditional luxury.

This positioning reflects broader structural changes within the luxury sector, where brands increasingly compete within intermediate luxury spaces targeting aspirational consumers seeking a balance between quality, heritage, and accessibility (Chevalier and Mazzalovo, 2004).

## **Key Competences**

### **Italian Craftsmanship and Leather Expertise**

Italian craftsmanship remains Trussardi's foundational competence. Originating as a leather glove manufacturer in 1911, the brand built long-term credibility through material quality, artisanal production, and durability.

The continued association with leather goods and functional design reinforces Trussardi's positioning within the accessible luxury segment while aligning with contemporary consumer demand for investment-driven products and longevity (Kapferer and Bastien, 2012).

### **Heritage-Driven Brand Identity**

Trussardi's identity is strongly connected to its Italian heritage and Milanese design culture. The greyhound logo and emphasis on understated elegance contribute to a recognisable and consistent brand image.

This heritage positioning supports long-term brand equity by differentiating Trussardi from more trend-driven competitors and reinforcing associations with authenticity and timeless sophistication (Kapferer, 2015).

### **Accessible or "Democratic" Luxury Positioning**

A major contemporary competence lies in Trussardi's ability to operate within the accessible luxury segment. The brand offers premium quality and heritage associations at relatively attainable price points, appealing to aspirational consumers seeking refined but wearable luxury.

This strategy aligns with broader industry growth trends concentrated within the democratic luxury sector (McKinsey & Company, 2025).



### **Lifestyle Brand Diversification**

Trussardi has successfully expanded beyond leather goods into ready-to-wear, accessories, fragrance, and interiors through Trussardi Casa.

This diversification reflects wider luxury industry strategies in which brands build broader lifestyle ecosystems to strengthen emotional engagement and customer lifetime value (Chevalier and Mazzalovo, 2004).

### **Versatility and Product Breadth**

The brand demonstrates strong competence in creating versatile and wearable products that balance practicality with sophistication.

This adaptability supports relevance among contemporary consumers increasingly seeking multifunctional and long-lasting fashion products.

### **Brand Collaborations and Cross-Industry Partnerships**

Trussardi has historically engaged in collaborations across automotive design, interiors, and experiential partnerships. These initiatives strengthen cultural relevance and reinforce the brand's positioning as a lifestyle-oriented fashion house.

### **Repositioning and Adaptability Capability**

Following its acquisition by Miroglio Group, Trussardi has demonstrated increasing adaptability through omnichannel development, digital repositioning, and international market expansion.

This capability is particularly important within the current luxury environment, where brands must continuously evolve while preserving heritage authenticity (Luxury Tribune, 2024).

## **SWOT Analysis**

### **Strengths**

**Strong heritage and brand authenticity:** Trussardi's century-long heritage remains one of its strongest competitive advantages, particularly within a luxury market increasingly driven by authenticity and cultural value (Luxury Tribune, 2024).



**Established expertise in leather goods and accessories:** The brand's historical leather expertise continues to reinforce perceptions of craftsmanship and material quality.

**Support from Miroglio Group:** The acquisition provides access to stronger operational infrastructure, logistics, and international distribution capabilities (Reuters, 2024).

**Accessible luxury positioning:** The repositioning toward democratic luxury broadens market accessibility while preserving premium perception.

**Diversified lifestyle potential:** The brand's presence across fashion, interiors, and collaborations supports long-term lifestyle positioning.

### Weaknesses

**Lack of clear contemporary differentiation:** Trussardi currently occupies an ambiguous position between heritage luxury and accessible premium fashion.

**Legacy of over-licensing:** Historical licensing strategies weakened brand consistency and diluted equity.

**Limited digital maturity:** Compared to competitors, Trussardi's digital storytelling and omnichannel engagement remain underdeveloped.

**Financial instability and restructuring history:** The brand has experienced periods of financial difficulty and restructuring prior to acquisition.

**Fragmented retail strategy:** Previous distribution models created inconsistency across markets and retail environments.

### Opportunities

**Growth of the accessible luxury market:** The democratic luxury segment continues to grow internationally, particularly among aspirational consumers (McKinsey & Company, 2025).

**Digital transformation and AI integration:** Emerging technologies provide opportunities to improve customer experience, personalisation, and operational efficiency.

**Expansion into emerging luxury markets:** Regions such as the Middle East and Eastern Europe offer strong growth potential.



**Leveraging archive heritage:** The brand archive presents opportunities for storytelling, product revival, and cultural differentiation.

**Experiential retail development:** Consumers increasingly seek immersive retail environments and lifestyle experiences.

### **Threats**

**Highly competitive market positioning:** Trussardi operates within a crowded intermediate space between premium and luxury brands.

**Rapidly evolving consumer expectations:** Luxury consumers increasingly expect seamless omnichannel experiences and strong digital engagement.

**Economic and geopolitical instability:** Global luxury demand remains vulnerable to macroeconomic shifts and geopolitical disruptions.

**Risk of cultural irrelevance:** Failure to modernise effectively could reinforce perceptions of the brand as outdated.

**Turnaround uncertainty:** The success of the repositioning strategy under Miroglio remains uncertain.



## PROPOSAL

# Rebuilding Trussardi Through Controlled Modernisation

This proposal outlines a long-term strategic repositioning for Trussardi centred on controlled modernisation, aiming to strengthen the brand’s cultural relevance while preserving the heritage and craftsmanship that define its identity. It focuses on evolving Trussardi into a more contemporary expression of Milanese luxury through refined digital storytelling, experiential retail environments, and a more selective and coherent global distribution strategy. Rather than pursuing rapid expansion or trend-driven repositioning, the proposal prioritises emotional value, authenticity, and timeless design in order to build stronger relationships with both existing and younger aspirational luxury consumers. Through a combination of immersive flagship experiences, digitally led cultural engagement, and regionally differentiated growth strategies, this proposal seeks to position Trussardi as a sustainable, experience-led luxury lifestyle brand capable of maintaining long-term relevance within the evolving global luxury market.

## Strategic Pillars For Our Strategy

### Heritage Repositioning and Identity Evolution

Rather than pursuing a radical transformation or trend-led repositioning, the strategy focuses on refining and updating the existing values associated with Trussardi — Italian craftsmanship, understated elegance, leather expertise, and Milanese lifestyle culture.

This direction is particularly important within the contemporary luxury market, where consumers increasingly value authenticity, heritage, and cultural credibility over overt status signalling and short-term trend cycles (Kapferer and Bastien, 2012). While Trussardi possesses strong symbolic assets through its century-long history and association with “Made in Italy” craftsmanship, previous over-licensing and fragmented positioning weakened the clarity of the brand within the luxury landscape (Avriolab, 2026). As a result, the current challenge is not the absence of heritage, but rather the need to communicate that heritage in a way that feels contemporary and relevant to modern consumers.

The repositioning strategy therefore aims to present Trussardi as a more refined interpretation of modern Milanese luxury — emphasising functionality, versatility, quality materials, and timeless design rather than excessive branding or fast-moving seasonal trends. This aligns closely with broader shifts toward



“quiet luxury,” where consumers increasingly seek products associated with longevity, subtle sophistication, and emotional value (Sicard, 2013).

From a visual and experiential perspective, this repositioning should be reflected through cleaner store environments, architecture-led storytelling, elevated material communication, and a stronger emphasis on craftsmanship and process. Rather than relying on nostalgia, the strategy uses heritage as a contemporary cultural asset capable of differentiating Trussardi within an increasingly saturated accessible luxury market.

### **Digital-First Cultural Relevance**

A key objective of the proposed strategy is to strengthen Trussardi’s relevance among younger consumers, particularly Gen Z and younger millennial audiences, without alienating the brand’s existing customer base. Importantly, this does not require the brand to become trend-driven or heavily youth-oriented. Instead, digital platforms should be used to communicate Trussardi’s identity, values, and lifestyle positioning in a more culturally relevant and visually engaging way.

Current luxury market research indicates that younger consumers increasingly expect brands to deliver emotional resonance, authenticity, and cultural storytelling through digital channels rather than relying solely on aspirational advertising (McKinsey & Company, 2025). Consequently, Trussardi’s digital strategy should focus less on viral marketing tactics and more on long-term brand building through content centred on craftsmanship, architecture, Milanese culture, material quality, and everyday sophistication.

Instagram and Pinterest should become the primary platforms for visual storytelling, as both align naturally with the aesthetics of understated luxury and lifestyle-led consumption. Content should highlight leather craftsmanship, interiors, tailoring details, Milanese architecture, and the broader cultural environment surrounding the brand. Rather than positioning Trussardi as a “fashion trend” brand, digital communication should reinforce it as a sophisticated lifestyle proposition rooted in quality and refinement.

TikTok may also represent an opportunity, but only if approached selectively and indirectly. Rather than relying heavily on Trussardi’s official TikTok page or adopting overly trend-driven formats, the brand should prioritise paid and organic content through carefully selected creators, influencers, and Milanese lifestyle voices. This would allow Trussardi’s storytelling to be communicated through more authentic user-generated content, such as “day in Milan” videos, styling narratives, craftsmanship moments, archive references, and behind-the-scenes atelier content. By allowing creators to translate the brand world in a more natural and culturally relevant way, Trussardi can drive traffic and awareness among younger



audiences while preserving its quiet luxury positioning and avoiding the risk of appearing overly commercial or inauthentic.

Ultimately, the digital strategy should support the brand's repositioning by increasing visibility and cultural relevance while maintaining consistency with Trussardi's core identity.

### **Experiential Retail and Consumer Experience**

Another central pillar of the strategy is the transformation of Trussardi's physical retail spaces into more immersive and emotionally engaging environments. Rather than focusing on aggressive store expansion, the proposal prioritises improving the quality and experiential value of existing stores, particularly within key flagship locations.

This reflects wider structural changes within the luxury retail sector, where physical stores increasingly function as spaces for lifestyle engagement, cultural interaction, and brand storytelling rather than purely transactional environments (McKinsey & Company, 2025). In this context, Trussardi's stores should evolve into contemporary "Milanese lifestyle spaces" that embody the values of the brand beyond the products themselves.

The proposed retail concept would emphasise warm architectural materials, Italian interior aesthetics, leather craftsmanship displays, curated libraries, hospitality elements, and rotating cultural activations linked to Milanese design and contemporary culture. Such an approach would create a stronger emotional connection with consumers while reinforcing Trussardi's positioning around sophistication, lifestyle, and understated luxury.

Importantly, this strategy also supports intergenerational appeal. Existing affluent customers would continue to recognise the brand's heritage and refinement, while younger aspirational consumers would engage with the experiential and cultural dimensions of the space. As a result, the stores become tools for long-term brand equity building rather than solely points of sale.

This approach is also financially more sustainable than large-scale retail expansion, as it focuses on enhancing strategic flagship environments rather than increasing operational complexity through excessive store openings.

### **Geographic Expansion Strategy**

From a geographic perspective, the strategy proposes a selective and regionally differentiated expansion model aligned with the new B2C and B2B distribution architecture. Rather than pursuing rapid global



scaling, the proposal prioritises controlled growth through carefully selected markets, partnerships, and experiential activations.

Core markets such as Italy, France, Germany, and Japan should remain strongly direct-to-consumer focused, supported by flagship stores and integrated e-commerce systems. These regions already possess stronger brand awareness and luxury market maturity, making them more suitable for long-term brand-building and direct customer relationship management (FashionUnited, 2025).

In contrast, growth markets such as the Middle East, Eastern Europe, and parts of Central Asia should be approached through more flexible and lower-risk models, including selective wholesale, franchising, luxury mall partnerships, and temporary pop-up activations. This is particularly relevant in the Middle East, where luxury spending remains strong and consumers increasingly value experiential retail and understated luxury aesthetics (FashionNetwork, 2025).

Emerging markets should remain primarily digital-first in the short term, allowing the brand to build awareness and gather consumer data through e-commerce before committing to significant physical investment. This approach supports operational flexibility while maintaining consistency across regions.

Overall, the geographic strategy balances international growth opportunities with the need for stronger control over brand presentation, pricing, and customer experience — an area that historically became fragmented under Trussardi's previous distribution model.

### **Long-Term Strategic Vision**

Ultimately, the proposed strategy positions Trussardi not as a heritage brand attempting to become younger through trend adoption, but as a heritage brand learning to communicate its existing values in a more contemporary, digitally intelligent, and culturally relevant way.

Rather than competing through scale or excessive visibility, Trussardi's future competitiveness should be built around coherence, emotional value, craftsmanship, and experience-led differentiation. By combining selective distribution, digital storytelling, and immersive retail with its existing heritage assets, the brand can strengthen long-term cultural and commercial relevance while avoiding the instability associated with previous expansion models.

This strategy therefore represents a lower-risk and more sustainable approach to repositioning, grounded in the idea that luxury consumers increasingly seek brands that feel authentic, emotionally resonant, and culturally refined rather than simply fashionable.



## B2C and B2B

### Current B2C and B2B Distribution Model

Trussardi currently operates a hybrid distribution model combining business-to-consumer and business-to-business channels, structured around wholesale, direct retail, and digital sales, with a strong international footprint.

From a B2C perspective, the brand operates physical retail and e-commerce channels, with retail accounting for approximately 30–35% of total sales and online channels around 20% (nss Magazine, 2024). The company has recently launched a new e-commerce platform active across several European markets, particularly Italy, Germany, and other core EU countries, as part of its relaunch strategy (FashionUnited, 2025). This platform incorporates editorial content and digital tools, positioning e-commerce as both a transactional and communication channel.

In terms of physical retail, the brand is reinforcing its presence in key European locations, with Milan positioned as a central hub through the development of a flagship store intended to support brand visibility and identity (nss Magazine, 2024). However, outside core European markets, the B2C retail presence remains limited and less structured, with stronger reliance on indirect channels.

Despite these developments, the B2C model remains uneven across regions. Europe represents the most developed market in terms of both retail and digital integration, while other regions show lower levels of direct control and customer engagement. The integration between online and offline channels is still in progress, and customer data is not yet fully centralised across markets.

From a B2B perspective, wholesale remains the dominant channel, accounting for approximately 40–45% of total sales (nss Magazine, 2024). This model is particularly relevant in international markets, where the brand relies on a network of agents, distributors, and multi-brand retailers. Key regions include Eastern Europe, the Middle East, and parts of Central Asia, where wholesale and franchise partnerships enable market access without direct investment (FashionNetwork, 2025; nss Magazine, 2024).

These regions are critical for revenue generation, as approximately 60% of total sales are generated outside Italy (nss Magazine, 2024). However, the reliance on third-party partners in these markets reduces control over pricing, merchandising, and brand presentation. In addition, the use of global e-tailers as distribution partners introduces a hybrid B2B2C structure, further fragmenting the customer experience across regions.



Overall, the current distribution model shows a clear geographic imbalance: stronger direct control in Western Europe, particularly Italy, and a more indirect, wholesale-driven approach in international markets. This results in inconsistencies in brand positioning and customer experience across regions.

### **Proposed B2C and B2B Distribution Architecture**

The proposed distribution architecture introduces a more structured and regionally differentiated approach, placing direct-to-consumer channels at the centre while redefining the role of wholesale across markets.

From a B2C perspective, the global e-commerce platform should become the primary distribution channel across all regions. Building on the current platform launched in Europe, this system should be expanded internationally with localised interfaces, logistics, and payment systems. This allows the brand to establish direct relationships with customers not only in core markets but also in regions where physical retail is limited (FashionUnited, 2025).

Physical retail should be concentrated in a limited number of strategic locations, primarily in established markets such as Italy, France, Germany, and Japan. These locations should host flagship stores designed as brand spaces, with Milan acting as a central reference point. This reflects the current role of Milan in the brand's relaunch strategy and ensures consistency in brand presentation (nss Magazine, 2024).

In regions where retail presence is currently limited, such as Eastern Europe and the Middle East, the B2C approach should remain primarily digital in the short term. This reduces operational complexity while allowing the brand to build direct customer relationships through e-commerce.

A fully integrated omnichannel system should support this structure, ensuring that customer data, inventory, and services are unified across regions. This eliminates the current fragmentation between markets and channels.

From a B2B perspective, the role of wholesale should be redefined based on regional priorities. In core markets such as Western Europe and Japan, wholesale should be significantly reduced and limited to selected high-quality partners that align with the brand's positioning. This supports a stronger direct-to-consumer focus and improves control over pricing and brand presentation.

In contrast, in regions such as the Middle East, Eastern Europe, and Central Asia, wholesale and franchise models should remain part of the strategy, but under stricter control. Partner selection should be more selective, and agreements should include clear guidelines on pricing, store design, and product



assortment. This builds on the current importance of these regions while improving consistency (FashionNetwork, 2025).

The use of global e-tailers should also be rationalised across regions. Rather than maintaining broad distribution across multiple platforms, the brand should prioritise a limited number of partners that ensure alignment with pricing and brand positioning.

From a geographic perspective, the proposed model introduces a tiered structure:

- Core markets (Europe, Japan): DTC-led with selective wholesale
- Growth markets (Middle East, Eastern Europe): controlled wholesale and franchise
- Emerging markets: digital-first approach through e-commerce

This structure allows the brand to adapt its distribution strategy to different levels of market maturity while maintaining overall coherence.

In conclusion, the proposed distribution architecture restructures Trussardi's geographic approach by combining stronger direct-to-consumer control in core markets with a more selective and governed B2B strategy in international regions. This reduces fragmentation, improves brand consistency, and supports the brand's repositioning within the current market context.

## **Retail, wholesale, digital, and social commerce logic**

### **Current**

Following the acquisition by the Miroglio Group in March 2024, Trussardi has undergone a significant strategic restructuring aimed at transforming the house into an independent lifestyle brand based in Milan.

**Retail:** The current retail logic focuses on a core network of 15 strategically located stores in Italy that were included in the acquisition deal. This retail presence is increasingly defined by a lifestyle approach where fashion and home collections coexist within the same exhibition spaces, as seen during the Fuorisalone 2025, which served as a unified display window for the consumer. This shift marks a departure from previous years when the brand struggled with high production costs and distribution failures.

**Wholesale & Licensing:** The brand's wholesale and licensing strategy remains a key pillar of its global reach, encompassing over 1,500 points of sale and relying on a robust ecosystem of partnerships that extends Greyhound's influence across multiple sectors. Current key licenses include Trussardi Casa with Luxury Living Group, Parfums with Angelini Beauty, Eyewear with GO Eyewear, and Watches and Jewels



with the Morellato Group. The geographic distribution of these products is currently prioritized in markets where the brand maintains a strong historical reputation, specifically Italy, Eastern Europe, and the Middle East.

**Digital:** Trussardi's digital logic has moved toward an omnichannel development strategy that centers on the valorization of its historical archive and Italian heritage. By leveraging its archive for the Fall/Winter 2025-26 collection, the brand seeks to engage the contemporary premium customer through a narrative of timeless elegance and functionality, attempting to succeed where previous digital strategies failed to generate necessary sales. This digital evolution is part of a broader effort to modernize the brand's image for a younger audience that was previously neglected.

**Social:** The most radical shift lies in social commerce and communication strategy, where Trussardi replaces the traditional creative director with a multidisciplinary collective called the "Gentle Society." Composed of designers, writers, and photographers, it promotes a philosophy of quiet elegance and understated luxury, distancing the brand from the fashion industry's focus on individual "personalism." This identity is also reflected in the brand's symbolism, with the greyhound often depicted in pairs to express a collective spirit. Social engagement is further reinforced through exclusive events, such as the 2025 Apollo Club party in Milan, which combined style and conviviality by bringing together international guests and archival pieces.

### **Proposed Strategy**

**Retail:** The retail logic is based on transforming boutiques into true lifestyle-oriented "brand spaces." The goal is to rationalize the physical network, moving beyond the traditional role of stores as mere volume generators and turning them instead into experiential environments.

The fifteen Italian boutiques should function as hubs for the entire Trussardi ecosystem, including the home line and furniture, in order to fully express the brand's new lifestyle positioning.

Store design must be consistent and recognizable, inspired by a quiet luxury aesthetic, using premium materials while leveraging Miroglio's industrial capabilities to optimize setup costs.

This is complemented by strong phygital integration, with clienteling tools, services such as click-and-collect, and digital touchpoints including virtual catalogs and VR solutions, allowing customers to explore real estate projects like Trussardi Residences without requiring additional physical space. Finally, presence in key locations should be maintained through flagship stores designed as primary spaces for brand communication.



**Wholesale & Franchising:** The wholesale model requires a decisive shift from a quantitative approach to a more controlled, quality-driven one. It is necessary to significantly reduce the existing wholesale network in order to eliminate fragmentation in both positioning and pricing, making distribution highly selective and limited to B2B partners aligned with the “accessible luxury” positioning and capable of ensuring consistency in product presentation. The geographic approach should be differentiated: in Europe and Japan the focus remains on direct-to-consumer, supported by highly selective wholesale, while in the Middle East and Asia a model based on franchising and controlled wholesale is more effective, with strict governance over assortments and store design. At the same time, pop-ups become strategic tools to test new markets before committing to long-term retail investments, reducing operational complexity and risk.

**Digital:** The digital commerce strategy positions digital channels as central to strengthening customer relationships and data collection. It calls for a single global e-commerce platform with localized interfaces and integrated logistics. Digital channels also reinforce exclusivity by prioritizing capsule collections and limited editions for direct online distribution. The website should function not only as a sales channel but as a lifestyle platform that uses the brand’s archive for storytelling to support its premium positioning. Full online–offline integration is essential, achieved through unified inventory systems and centralized customer profiles to enhance both operational efficiency and customer loyalty.

**Social:** The social commerce strategy aims to promote and sell the entire “Gentle Society” ecosystem, shifting from an Italy-centric approach to building a global community around the brand’s aesthetic. Social platforms such as Instagram and TikTok should showcase the work of the creative collective, humanizing the brand and supporting its new creative direction. LinkedIn plays a strategic role in positioning Trussardi as a leader in interior design and residential projects, attracting professional partners and high-profile investors. In emerging markets, entry should follow a digital-first approach, prioritizing social and digital channels before physical retail expansion. Strict control of off-price channels is also required, limiting their use to excess inventory management to protect brand perception, particularly on social media.

## Channel Hierarchy

### Current

Trussardi’s current distribution architecture reveals an inverted channel hierarchy marked by a significant disconnect in its Direct-to-Consumer (D2C) and digital operations. While healthy fashion brands typically rely on a strong D2C presence, Trussardi has historically failed to develop a robust e-commerce and social media strategy. Instead of building global digital reach, the company focused almost exclusively on its home market in Italy, missing out on broader omnichannel opportunities. The physical retail network



experienced a similar contraction when its historical flagship, the iconic Palazzo Trussardi in Milan, was returned to the founding family and excluded from the recent acquisition by the Miroglio Group. Direct physical distribution is now entirely dependent on a limited network of 15 strategic boutiques.

The wholesale and B2B distribution layers have functioned as a source of vulnerability rather than strength. The brand faced growing production and distribution problems that severely crippled its global competitiveness. These distribution failures, paired with an inability to secure a stable market positioning, ultimately drove the company into a deep financial crisis where consolidated debts surged.

As the core fashion distribution struggled, the brand's hierarchy became disproportionately wide at the base due to a massive reliance on external licensing partners. To project a comprehensive lifestyle image, Trussardi distributes a vast portion of its products through third parties, severely limiting its own operational control. This licensed foundation includes perfumes and cosmetics managed by Angelini Beauty, eyewear collections licensed to Go Eyewear Group, and the Trussardi Casa furniture line produced by Luxury Living Group.

This disjointed structure has led to a severe geographic and strategic imbalance. A lack of investment in international distribution networks left the brand overly dependent on the Italian market. The new ownership under the Miroglio Group aims to correct this by targeting future omnichannel expansion in Italy alongside Eastern Europe and the Middle East. To achieve a sustainable and healthy distribution model, Trussardi must now actively restructure its weak digital engine, reduced physical retail footprint, damaged B2B network, and over-reliance on external licensees.

### **Proposed Channel Hierarchy**

To correct the inverted and fragmented architecture of the past, Trussardi must implement a new channel hierarchy that aligns with its strategy of "controlled modernisation". The primary objective of this restructured architecture is to balance brand control with market reach, establishing a sustainable and unified omnichannel ecosystem divided into three strategic tiers. The foundational tier focuses on Direct-to-Consumer (D2C) channels and a phygital ecosystem, prioritizing absolute control over the customer journey, data retention, and the protection of brand equity.

Because the historical Palazzo Trussardi has been returned to the founding family and excluded from the recent acquisition, direct physical distribution is now anchored by a network of 15 strategic boutiques in Italy acquired by the Miroglio Group. Rather than functioning merely as transactional points of sale, these stores must evolve into community hubs and Milanese lifestyle spaces that offer immersive, emotional experiences. Digitally, the brand must correct the historical underdevelopment of its global platforms by building a unified e-commerce hub rich in editorial storytelling. By integrating phygital infrastructure (Buy Online, Pick Up In-Store), the brand can seamlessly connect physical and online



inventory. Furthermore, leveraging Customer Data Platforms (CDPs) will allow for structured first-party data collection and hyper-personalized shopping experiences.

Supporting this direct engagement is the second tier, which focuses on selective wholesale and B2B distribution to offer medium control and targeted reach. Historically, uncontrolled wholesale expansion, combined with supply chain and distribution failures, contributed to a massive financial crisis in which the brand's consolidated debts surpassed €50 million. To prevent this from recurring and to help the brand escape its ambiguous middle-tier positioning, the B2B layer must transition from intensive to highly selective and exclusive distribution. Trussardi must partner strictly with premium multi-brand boutiques and high-end department stores that elevate, rather than dilute, the brand's perceived value. In alignment with the Miroglio Group's growth directives, this wholesale network will be strategically concentrated in markets where the brand retains a strong reputation, specifically Italy, Eastern Europe, and the Middle East. Additionally, adopting digital advancements such as virtual showrooms and B2B live commerce will optimize the sell-in process for wholesale buyers, significantly reducing commercial friction and modernizing the B2B experience.

The final tier of the new hierarchy relies on licensed lifestyle extensions to provide a broad global reach with low operational risk. To consolidate Trussardi as a comprehensive 360-degree lifestyle brand without assuming the high production costs and supply chain risks that previously crippled its core fashion division, the brand utilizes highly specialized licensing partners. This includes beauty and fragrances operated by Angelini Beauty; eyewear collections licensed to the Go Eyewear Group, focusing on high-quality materials and Italian craftsmanship; and interior design through Trussardi Casa, overseen in collaboration with the multidisciplinary Gentle Society collective. Centralized creative control ensures that the narrative across these categories remains cohesive for the final consumer, preventing brand fragmentation. Ultimately, this proposed architecture resolves the critical lack of control and hierarchical imbalance of the past model. By adopting a controlled, hybrid distribution structure, Trussardi minimizes financial vulnerabilities: the D2C tier sets the global aesthetic and experiential standard, while carefully curated B2B partners and expert licensees ensure that the brand reaches its target consumers sustainably and profitably.

## **Degree of control**

Trussardi's distribution strategy is based on three levels of control, balancing direct management, selective partnerships, and licensing expansion. This helps protect brand identity, improve profitability, and create stronger strategic coherence.



### Current

**Level 1 - High Degree of Control (D2C & Digital):** Trussardi keeps full control over its Direct-to-Consumer channels and digital platform. The brand manages 15 strategic boutiques in Italy, creating controlled spaces for customer experience and storytelling.

Its centralized global e-commerce works as the main omnichannel hub, allowing full control over pricing, CRM, product launches, and customer data. The focus is on core markets such as Italy and Eastern Europe.

**Level 2 - Medium Degree of Control (Selective Wholesale):** In wholesale, Trussardi uses a selective partnership model instead of broad distribution. Only premium multi-brand stores and department stores aligned with the brand positioning are chosen.

This reduces logistics risks, protects margins, and improves control over pricing and merchandising. It also helps solve the “Lost Middle” issue by reinforcing a clearer accessible luxury positioning.

**Level 3 - Low Operational Control, High Creative Control (Licensing):** For categories like fragrances, eyewear, and furniture, Trussardi works with external licensing partners such as Angelini Beauty, Go Eyewear Group, and Luxury Living Group.

While operational control is external, creative control remains internal through “Gentle Society,” ensuring the same brand identity across all product categories and maintaining overall strategic coherence.

### Proposed Strategy

Trussardi’s proposed distribution strategy would continue operating through three levels of control, balancing direct management, selective partnerships, and licensing expansion. The objective is to strengthen brand consistency, omnichannel integration, and customer experience.

**Level 1 - High Degree of Control (D2C & Digital):** Trussardi would keep strong control over its Direct-to-Consumer channels and digital platform. The brand would focus on its flagship boutiques and global e-commerce as the center of the customer experience.

The e-commerce platform and the Trussardi Society App would connect online and offline shopping through features such as inventory visibility, WhatsApp support, AR product visualization, and personalized recommendations. The focus would remain on core markets such as Italy, Eastern Europe, and an increased expansion in Middle East.



**Level 2 - Medium Degree of Control (Selective Wholesale):** Trussardi would use a selective wholesale strategy instead of broad distribution. The brand would collaborate only with premium department stores, luxury malls, and selected multi-brand retailers aligned with its positioning.

This strategy would improve control over pricing, merchandising, and customer experience while reducing the risk of brand dilution. Temporary pop-ups and experiential activations would also help increase visibility in growth markets.

**Level 3 - Low Operational Control, High Creative Control (Licensing):** For categories such as fragrances, eyewear, and furniture, Trussardi would continue working with external licensing partners such as Angelini Beauty, Go Eyewear Group, and Luxury Living Group.

While production and operations would remain external, creative direction would stay controlled by Trussardi through the “Gentle Society” concept, ensuring consistency across all categories and lifestyle extensions.



## CUSTOMER JOURNEY

### Awareness Stage

The Awareness phase of the updated Trussardi customer journey is designed specifically to support the brand's strategy of "controlled modernisation". In today's non-linear digital landscape, discovery is triggered by inspiration and a desire for social belonging rather than purely functional needs. The primary objective in this phase is to attract a digitally native Gen Z audience by establishing Trussardi not merely as an apparel label, but as a culturally relevant Milanese lifestyle brand rooted in "quiet elegance".

| Category                       | Description  |
|--------------------------------|--|
| <b>Customer Mindset</b>        | <ul style="list-style-type: none"> <li>• Inspiration-driven and visually oriented, discovering brands through social belonging and cultural alignment (McKinsey &amp; Company, 2025);</li> <li>• Seeks authenticity, longevity, and "quiet luxury" over overt status driven. (Kapferer and Bastien, 2012).</li> </ul>  |
| <b>Key Touchpoints</b>         | <ul style="list-style-type: none"> <li>• Social Media (Instagram, TikTok, Pinterest, LinkedIn)</li> <li>• 15 flagship boutiques</li> <li>• Caffè Trussardi trucks</li> <li>• AR Portals ("Greyhounds in the City")</li> </ul>  |
| <b>Brand Actions</b>           | <ul style="list-style-type: none"> <li>• Avoids "hard sell" commercial communication on platforms like TikTok</li> <li>• Leverages paid partnerships with Milanese lifestyle creators and cultural accounts</li> <li>• Provides transparent storytelling highlighting leather craftsmanship and Milanese architecture</li> <li>• Creates highly aesthetic, shareable physical moments to drive digital discovery.</li> </ul> |
| <b>Pain Points / Frictions</b> | <ul style="list-style-type: none"> <li>• Inconsistency in visual presentation across direct (D2C) and indirect (Wholesale) channels</li> </ul> <p>Cognitive dissonance if the consumer encounters outdated brand imagery or third-party retailer assortments during their initial research.</p>  |



|                         |  |
|-------------------------|--|
| <b>Moments of Truth</b> | <ul style="list-style-type: none"> <li>•The critical period of online research where the consumer forms their first impression of the brand's new "Gentle Society" identity</li> <li>•The initial website visit or boutique glimpse that must immediately validate the brand's premium positioning.</li> </ul> |
|-------------------------|--|

### **Core Initiatives**

The core awareness strategy centres on establishing Trussardi as a cultural facilitator within the digital ecosystem. To effectively navigate the modern consumer's discovery phase, the brand avoids highly commercial communication on its own TikTok account, as modern consumers reject intrusive marketing (McKinsey & Company, 2025). Instead, awareness is generated through strategic paid partnerships with fashion magazines, lifestyle creators, and Milan cultural accounts. Content focuses on "a day in Milan" videos, leather craftsmanship storytelling, and archive-inspired aesthetics. This approach ensures the brand stays culturally relevant for younger consumers while building long-term credibility right from the Zero Moment of Truth (ZMOT), preserving its quiet luxury identity (Kapferer and Bastien, 2012).

### **Secondary Initiatives**

To strengthen Gen Z engagement and create a physical trigger for digital discovery, secondary initiatives focus on experiential "retailtainment". This includes the introduction of Caffè Trussardi mobile trucks and "Greyhounds in the City" AR portals positioned near strategic boutiques, universities, and events like Milan Design Week. Rather than functioning solely as cafés or tech gimmicks, these activations serve as highly shareable social media moments. They generate organic TikTok engagement and User-Generated Content (UGC), acting as a low-friction entry point for consumers to interact with the Trussardi lifestyle before exploring the main product lines.

### **KPIs**

To evaluate the effectiveness of the new omnichannel purchasing environment, Trussardi must track metrics that reflect both commercial success and the quality of the customer experience.

The primary operational metric is the Conversion Rate, which reveals the percentage of users who complete a purchase after interacting with the e-commerce platform or visiting a physical boutique. This metric is crucial for determining whether the brand's new "soft sell" and storytelling-heavy approach effectively persuades the consumer to transition from the active evaluation phase of the Messy Middle to a final transaction. Alongside conversion, evaluating the Average Order Value (AOV) is essential. A higher AOV indicates that the "quiet luxury" repositioning and the overall premiumization of the brand are working successfully. Furthermore, it validates the effectiveness of the Sales Associates' clienteling efforts



and their personalized cross-selling recommendations, ensuring that the elevated brand value translates into higher transaction values (Kapferer and Bastien, 2012).

The quality of the purchasing experience must be measured through behavioral metrics such as the volume of Appointment Bookings. By tracking the number of private styling sessions or guided boutique visits booked by customers, the brand can demonstrate that consumers are actively engaging with its experience-led approach, viewing the physical stores as "relationship spaces" rather than merely transactional shops (McKinsey & Company, 2025). Finally, the Omnichannel Interaction Rate must be monitored to measure the percentage of transactions that cross multiple touchpoints, such as Buy Online Pick Up In-Store (BOPIS) or WhatsApp-assisted sales. A high interaction rate across these channels proves that the brand's technological infrastructure successfully removes frictions between the digital and physical worlds, ultimately supporting a fluid, modern, and highly connected luxury journey (Sestino et al., 2021).

## Consideration

The consideration stage within the customer journey serves as the ultimate touchpoint to transform initial curiosity into long-term brand alignment. To address the complex nature of this phase, Trussardi introduces a balanced ecosystem where digital fluidness and physical intimacy coexist to streamline the consumer's decision-making process. By moving away from generic outreach and focusing on hyper-personalized experiences, the brand effectively eliminates operational friction, guiding the lifestyle consumer toward a confident purchase while expanding the traditional boundaries of the boutique environment.

| Category         | Description   |
|------------------|---|
| Customer Mindset | <ul style="list-style-type: none"> <li>• Customers are overwhelmed by aggressive branding from mainstream accessible-luxury competitors and seek a filter, a reason to care.</li> <li>• They are tired of generic retail experiences and crave a sense of validation, emotional connection, and personal attention.</li> <li>• They need proof of true heritage, craftsmanship, and long-term product value.</li> </ul> |
| Key Touchpoints  | <ul style="list-style-type: none"> <li>• <b>Social Channels</b> (TikTok, LinkedIn)</li> <li>• Personalized, data-driven <b>direct channels</b> (WhatsApp Business / direct clienteling outreach)</li> <li>• <b>The Trussardi Society App</b> (Heritage Scan, Magic Scan, Digital</li> </ul>   |



|                                       |  |
|---------------------------------------|--|
|                                       | <p>Wardrobe)</p> <ul style="list-style-type: none"> <li>• <b>Physical Spaces:</b> the 15 Italian boutiques, high-end wholesale corners and pop-up stores (Private Suites)</li> <li>• <b>Events</b> (Gentle Conversations, Hidden Treasures)</li> </ul>   |
| <p><b>Brand Actions</b></p>           | <ul style="list-style-type: none"> <li>• <b>Empowering Sales Associates</b> to act as Brand Ambassadors using CRM and Clienteling App to execute proactive, private-invitation communication instead of aggressive direct selling.</li> <li>• <b>Narrating the Heritage</b>, creating short-form contents comparing archival historical pieces with modern designs.</li> <li>• <b>Bridging the "Palazzo Gap" digitally:</b> Deploying "The Virtual Palazzo" inside the App to allow immediate AR furniture placement (Trussardi Casa) and VR immersion into the Dubai Residences, maximizing small physical boutique footprints.</li> <li>• <b>Cultivating Hyper-Local Culture:</b> Sponsoring intimate, small-scale micro-events and establishing authentic neighborhood partnerships to position Trussardi as a lifestyle facilitator.</li> </ul>  |
| <p><b>Pain Points / Frictions</b></p> | <ul style="list-style-type: none"> <li>• Trussardi's 15 remaining Italian boutiques were designed as traditional apparel stores, meaning their <b>physical footprints</b> are inherently small and rigid.</li> <li>• Partnering with regional artisans or independent roasters ("Hidden Treasures") is difficult to standardize across <b>different markets</b>.</li> <li>• The "Archive vs. Future" format is designed to reassure consumers about heritage and craftsmanship. However, <b>TikTok</b> is fundamentally powered by fast-paced entertainment, humor, and viral trends.</li> <li>• While a Progressive Web App (<b>PWA</b>) successfully eliminates the friction of traditional App Store downloads, it still mandates an active digital gesture from the consumer. Also, interacting with a screen rather than receiving direct, personalized storytelling from a Sales Associate risks cheapening the perceived value of the in-store experience.</li> </ul> |
| <p><b>Moments of Truth</b></p>        | <ul style="list-style-type: none"> <li>• TikTok "Archive vs. Future" content interaction</li> <li>• In-store QR code scanning and PWA activation</li> <li>• Real-time omnichannel stock and size verification via "Magic Scan"</li> <li>• Immersive AR home try-on for Trussardi Casa furniture</li> <li>• Virtual reality tours of Trussardi Residences within small boutiques</li> </ul>   |



|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• Hyper-personalized WhatsApp outreach and back-in-stock alerts via CRM</li> <li>• Intimate styling sessions inside physical or digital “Private Suites”</li> <li>• Attendance at “Gentle Conversations” micro-events and local salons</li> <li>• Interaction with “Hidden Treasures” partners on the retail floor</li> </ul> |
|--|--|

### **Core Initiatives**

At the absolute center of this ecosystem is the Trussardi Society App, a zero-friction Progressive Web App (PWA) accessed instantly via in-store QR codes. This app serves as the primary bridge between physical boutiques and digital channels, featuring the "Magic Scan & Availability" function to unlock unified global stock and instantly capture sales even when a specific size is physically unavailable. This phygital touchpoint feeds directly into a centralized CRM data loop, enabling systematic Digital Clienteling.

The Sales Associates across all the boutiques are no longer simple sales staff, but brand ambassadors, with the power to manage relationships with customers. They can easily reach their consumers with a clienteling app and tell them what they want to hear, through sending a text when an item is back in stock or private invitation communication via Whatsapp, using a personal touch to court their biggest spenders. (How to Build a One-on-One Relationship With Your Customer - BOF, 2021)

Supporting this funnel from the top is the primary social media initiative on TikTok, utilizing the cinematic "Archive vs. Future" format to explicitly compare iconic heritage elements with modern reinterpretations, establishing the necessary narrative consistency and historical authority to reduce consumer uncertainty during the initial evaluation phase.

### **Secondary Initiatives**

The boutiques will echo the local community through “Gentle Conversations”, unique small-scale micro-events featuring local artists, interior designers, and creative entrepreneurs in an informal salon setting with customers, serving as a modular way of replacing the large physical footprint of the historic Palazzo Trussardi. This neighborhood relevance is reinforced by "Hidden Treasures" partnerships, with local independent artisanal coffee roasters and ceramic makers to position Trussardi as a localized lifestyle facilitator. On the digital spectrum, the app expands into an immersive universe through "The Virtual Palazzo" and "Archive Mode." Through augmented reality functionalities, customers can virtually



place Trussardi Casa furniture inside their homes and virtual reality to tour the luxury Trussardi Residences in Dubai, maximizing the brand's expansive design ecosystem within a limited retail footprint while automatically logging purchases into a personalized digital wardrobe. (Top 6 technology trends employed by the luxury retail industry - Luxury Lifestyle Magazine, 2026). Finally, the strategy introduces physical or digital "Private Suites," creating an ultra-curated environment dedicated exclusively to hosting top spenders for private styling and bespoke welcomes.

### **KPIs**

TikTok video completion rate (VCR), the percentage of users who watch the entire video. A higher VCR can lead to more views and make the content more likely to appear on the For You Page (Planable, 2025) Click-Through Rate (CTR) from Social to PWA measures the percentage of users who move from TikTok or other social channels directly to the Trussardi Society App to explore the brand further. Search Lift (Brand Interest) evaluates the increase in organic search volume for brand-related terms such as "Trussardi heritage" or "Trussardi Casa" following campaign launches. QR Code Scan Rate tracks the percentage of boutique visitors who scan in-store QR codes, reflecting the initial adoption of the "zero-friction" touchpoint. Finally, Magic Scan Conversion Rate measures the percentage of scans for physically unavailable items, such as out-of-stock products or missing sizes, that successfully convert into sales through the global unified stock system.

The Sales Cycle Length (Time-to-Conversion) is the average length of time from a customer's initial contact to closing a deal (final transaction). In-App Cart Abandonment Rate, which is a practical expression of the number of users who initiate a transaction by adding products to the cart, but fall short of completing the purchase. It helps to monitor whether the PWA checkout process is truly frictionless or if lingering consumer doubt is stalling the purchase. WhatsApp Open & Conversion Rate measures the effectiveness of proactive, private-invitation messages sent by Brand Ambassadors compared to standard mass marketing communications. AR/VR Dwell Time tracks the average time users spend inside "The Virtual Palazzo" or exploring the Trussardi Residences, as longer interaction with AR furniture experiences can reduce the psychological uncertainty associated with high-ticket purchases. Digital Wardrobe Repeat Purchase Rate evaluates how frequently customers return to purchase new items based on targeted CRM recommendations that complement their automatically logged purchase history.

### **Purchase Stage**

The purchase represents the moment where digital storytelling, omnichannel integration, and emotional connection transform into direct customer interaction and conversion. Rather than focusing only on



transactional shopping, the proposed strategy aims to create a more immersive and personalized luxury experience connected to Milanese lifestyle culture, quiet luxury, and craftsmanship.

| Category                       | Purchase Stage   |
|--------------------------------|--|
| <b>Customer Mindset</b>        | <ul style="list-style-type: none"> <li>● Customers want a luxury experience that feels authentic, refined, and emotionally engaging while still connected to Trussardi’s heritage and quiet luxury identity.</li> <li>● Younger consumers are also attracted to visually engaging experiences that combine fashion, lifestyle, and social media culture.</li> </ul>  |
| <b>Key Touchpoints</b>         | <ul style="list-style-type: none"> <li>● E-commerce website</li> <li>● Flagship boutiques in Milan and Paris</li> <li>● Trussardi Society App (“The Gentle Companion”)</li> <li>● WhatsApp “Gentle Assistant”</li> <li>● Instagram, Pinterest, and TikTok</li> <li>● CRM communication</li> <li>● Pop-ups and selective wholesale locations</li> </ul>   |
| <b>Brand Actions</b>           | <ul style="list-style-type: none"> <li>● Trussardi transforms flagship stores into lifestyle-driven spaces centered on hospitality, craftsmanship and emotional connection.</li> <li>● The brand improves omnichannel shopping through QR scanning, inventory visibility, personalized recommendations and WhatsApp support.</li> <li>● Digital communication becomes more visually dynamic through Milan-inspired storytelling, short-form videos, and craftsmanship-focused content aimed at increasing Gen Z engagement.</li> <li>● The “Gentle Assistant” creates a more personal shopping experience through direct interaction with Sales Associates.</li> </ul> |
| <b>Pain Points / Frictions</b> | <ul style="list-style-type: none"> <li>● Difficulty maintaining the same luxury experience across all channels and regions</li> <li>● Risk of communication becoming too automated and losing emotional connection</li> <li>● Challenges balancing understated luxury with strong digital visibility among younger consumers</li> <li>● Possible inconsistencies between owned stores, wholesale partners, and franchise markets</li> </ul>  |



|                         |  |
|-------------------------|--|
| <b>Moments Of Truth</b> | <ul style="list-style-type: none"> <li>● Product discovery and first interaction with the website</li> <li>● Personalized assistance and atmosphere inside flagship stores</li> <li>● Checkout and delivery experience</li> <li>● Smooth transition between online and offline channels</li> </ul> |
|-------------------------|--|

### **Core Initiatives**

The purchase strategy is mainly built around creating a seamless omnichannel experience that connects physical and digital touchpoints in a more emotional and personalized way. The main focus is the Trussardi Society App, integrated with the WhatsApp “Gentle Assistant”, immersive flagship boutiques, and stronger digital storytelling. Together, these initiatives improve personalization, customer recognition across channels, and long-term relationship building throughout the purchase journey. Another central initiative is the transformation of boutiques into Milanese lifestyle spaces, where customers can experience styling services, cultural events, and hospitality elements connected to the Trussardi universe. The strategy also strengthens the digital ecosystem through inventory visibility, personalized recommendations, and online-to-offline integration, creating a more fluid customer experience between e-commerce and physical retail.

### **Secondary Initiatives**

To support cultural relevance and Gen Z engagement, the strategy also includes Caffè Trussardi café trucks, temporary pop-up experiences, and selected AR features connected to product visualization and storytelling. These activations help generate social media engagement, user-generated content, and brand awareness while supporting the main omnichannel ecosystem. Additional experiential initiatives linked to Milanese design culture and lifestyle storytelling would reinforce Trussardi’s positioning as a contemporary luxury lifestyle brand without depending on aggressive trend-driven communication.

### **KPIs**

The success of the purchase strategy would be evaluated through both operational and customer experience indicators. Conversion rate would function as one of the main KPIs, helping measure how effectively the digital platform and omnichannel system encourage customers to complete purchases. Website interaction and engagement would also help evaluate whether the new visual storytelling and Gen Z-focused content successfully increase customer interest and connection with the brand.



Appointment bookings and WhatsApp clienteling usage would also represent important indicators of customer engagement. Strong participation in personalized services would demonstrate that consumers are actively interacting with Trussardi's experience-led luxury approach rather than simply completing transactional purchases.

Other important KPIs include average order value, app activity, participation in experiential activations such as Caffè Trussardi, and omnichannel interaction rates. These indicators would help measure how successfully Trussardi connects physical and digital experiences while strengthening long-term customer engagement and brand consistency.

### **Post-Purchase Stage**

Rather than functioning purely as an operational after-sales process, the post-purchase experience should reinforce Trussardi's repositioning around contemporary Milanese lifestyle, understated luxury, craftsmanship, and emotional longevity.

Our proposed strategy does not rely on aggressive trend cycles or excessive visibility, but instead on building long-term emotional relevance and cultural credibility through consistency and experience.

| <b>Category</b>         | <b>Description</b>  |
|-------------------------|---|
| <b>Customer Mindset</b> | <ul style="list-style-type: none"> <li>• Customers seek reassurance that their purchase reflects long-term value, craftsmanship, emotional longevity, and understated luxury rather than trend-driven consumption.</li> <li>• They expect seamless omnichannel continuity, personalised recognition, and elevated aftercare experiences aligned with Trussardi's repositioning around contemporary Milanese lifestyle and quiet luxury (Arvato, 2026).</li> </ul> |
| <b>Key Touchpoints</b>  | <ul style="list-style-type: none"> <li>• Post-purchase emails</li> <li>• CRM-driven personalised communication</li> <li>• Flagship store aftercare services in Milan, Tokyo, and Paris</li> <li>• Pop-up follow-up experiences</li> <li>• Social media content</li> <li>• Customer service interactions; repair and restoration services</li> <li>• Omnichannel app/web experiences</li> <li>• Event invitations</li> </ul>                                       |



|                                |  |
|--------------------------------|--|
|                                | <ul style="list-style-type: none"> <li>● Packaging and unboxing experience.</li> </ul>   |
| <b>Brand Actions</b>           | <ul style="list-style-type: none"> <li>● Trussardi delivers educational and lifestyle-focused post-purchase communication rather than promotional CRM messaging.</li> <li>● Customers receive leather care tutorials filmed in Milan ateliers</li> <li>● Craftsmanship storytelling</li> <li>● Styling recommendations linked to interiors and architecture</li> <li>● Invitations to exclusive events</li> <li>● Stores evolve into relationship spaces offering restoration consultations, styling appointments, and complimentary aftercare services.</li> <li>● CRM systems unify purchase history, event attendance, customer service interactions, browsing behaviour, and regional engagement across all markets (OneStock, 2023; Sestino et al., 2021).</li> </ul> |
| <b>Pain Points / Frictions</b> | <ul style="list-style-type: none"> <li>● Inconsistent omnichannel experiences across franchise and wholesale markets</li> <li>● Over-automation causing communication to feel impersonal</li> <li>● Privacy concerns linked to AI-driven CRM systems</li> <li>● Inconsistent delivery speed, returns processing, and customer service across regions</li> <li>● Risk of digital invisibility due to understated communication style</li> <li>● Disconnect between elevated brand positioning and operational execution (Avriolab, 2026; Vogue Business, 2025; PwC, 2025).</li> </ul>   |
| <b>Moments of Truth</b>        | <ul style="list-style-type: none"> <li>● Unboxing and packaging experience</li> <li>● First aftercare interaction</li> <li>● Repair or restoration service experience</li> <li>● Transition between online and offline channels personalised recognition within flagship stores post-purchase communication quality</li> <li>● Invitations to exclusive events and previews</li> <li>● Long-term engagement after initial purchase excitement fades.</li> <li>● Packaging reflects understated luxury through muted palettes, architectural typography, textured materials, and craftsmanship-focused editorial inserts inspired by brands such as The Row and Loewe (Who What Wear, 2025).</li> </ul>   |



### **Core Initiatives**

The core post-purchase initiatives centre on creating a connected ownership ecosystem that reinforces Trussardi's positioning around craftsmanship, understated luxury, and Milanese lifestyle culture. A key initiative is the personalised "Milan Craftsmanship Journal" email series, which provides leather care tutorials, material sourcing stories, and architecture-led styling recommendations rather than purely promotional messaging (Arvato, 2026). Alongside this, the proposed omnichannel CRM system integrates purchase history, event attendance, customer service interactions, browsing behaviour, and regional engagement across all markets to ensure continuity between digital and physical touchpoints (OneStock, 2023; Sestino et al., 2021).

Flagship stores in Milan, Tokyo, and Paris also function as relationship spaces through aftercare services such as leather conditioning, restoration consultations, seasonal styling appointments, and private previews. This approach mirrors experiential luxury strategies increasingly used by Hermès and Bottega Veneta, where craftsmanship and longevity become central to customer retention and emotional value creation (Bertrand, 2024). Social media similarly operates as part of the post-purchase ecosystem by reinforcing ownership through craftsmanship storytelling, repair content, Milan apartment editorials, and timeless wardrobe inspiration aligned with quiet luxury positioning (Vogue Business, 2025).

### **Secondary Initiatives**

Secondary initiatives support cultural relevance, regional exclusivity, and long-term emotional engagement without requiring excessive retail expansion. Within the proposed geographical strategy for the Middle East, post-purchase activations could include Ramadan capsule preview invitations, private WhatsApp concierge support in Arabic and English, and region-specific aftercare services designed to strengthen localised luxury clienteling (Who What Wear, 2025).

Additional initiatives include digital product passports explaining craftsmanship, leather sourcing, and product longevity to reinforce emotional attachment and sustainable luxury values (Sicard, 2013). Online repair booking systems and complimentary first-year restoration services for key leather pieces further support trust-building and long-term ownership experiences (Bertrand, 2024). Architecture and design-led in-store cultural events also contribute to Trussardi's broader repositioning strategy by reinforcing Milanese lifestyle culture and emotional sophistication beyond the transactional purchase moment (Kapferer and Bastien, 2012).



## KPIs

One of the primary KPIs would be return rate, as lower return levels may indicate stronger alignment between customer expectations, product quality, and brand communication. In luxury retail, smooth fulfilment and product satisfaction increasingly influence long-term customer trust and brand perception (PwC, 2025).

Another major KPI would be aftercare service usage, including participation in leather conditioning, repair consultations, restoration appointments, and styling services. High aftercare engagement would demonstrate that customers are actively participating in Trussardi's proposed ownership ecosystem rather than viewing purchases as one-time transactions. This reflects the growing importance of experiential after-sales services within luxury retail environments (Bertrand, 2024).

Customer satisfaction with aftercare services would also function as a critical KPI. Monitoring satisfaction across restoration services, CRM communication, omnichannel continuity, and concierge interactions would help evaluate whether Trussardi successfully delivers the elevated and emotionally sophisticated experience promised by the repositioning strategy (Arvato, 2026).

Additional KPIs could include CRM engagement rates, repeat purchase frequency, event attendance, client retention, and omnichannel continuity satisfaction. Research increasingly shows that integrated customer recognition and seamless omnichannel experiences are now expected by luxury consumers rather than perceived as premium extras (OneStock, 2023; Sestino et al., 2021).

## **Loyalty**

For Trussardi, loyalty should move beyond transactional rewards and focus on creating stronger emotional relationships with consumers. Through personalised experiences, cultural engagement, and exclusive access, the brand can strengthen long-term customer retention while reinforcing its lifestyle-oriented luxury positioning.

| <b>Category</b>         | <b>Description</b>  |
|-------------------------|---|
| <b>Customer Mindset</b> | <ul style="list-style-type: none"> <li>• Customers seek emotional connection and cultural relevance.</li> <li>• They value personalised experiences and a sense of belonging.</li> <li>• Affluent customers prioritise exclusivity, while younger audiences prioritise identity alignment.</li> </ul> |
| <b>Key Touchpoints</b>  | <ul style="list-style-type: none"> <li>• Key touchpoints include the membership pass, private events, and atelier visits.</li> </ul>  |



|                                |   |
|--------------------------------|---|
|                                | <ul style="list-style-type: none"> <li>● Digital channels include private social groups, newsletters, and geolocation alerts.</li> <li>● Boutiques, store associates, previews, and customisation also play a role.</li> </ul>  |
| <b>Brand Actions</b>           | <ul style="list-style-type: none"> <li>● The brand builds an invitation-based membership ecosystem.</li> <li>● It uses personalised CRM and early access to collections.</li> <li>● It delivers tailored content and local activations.</li> <li>● Boutiques are repositioned as cultural spaces with advisors and co-creation services.</li> </ul>                   |
| <b>Pain Points / Frictions</b> | <ul style="list-style-type: none"> <li>● Customers often experience a drop-off after purchase.</li> <li>● Communication is often too generic.</li> <li>● The experience is fragmented across channels.</li> <li>● Loyalty can feel transactional.</li> <li>● Digital and physical channels are not fully connected.</li> <li>● Personalisation is limited.</li> </ul> |
| <b>Moments of Truth</b>        | <ul style="list-style-type: none"> <li>● Key moments include receiving a membership invitation.</li> <li>● Personal gifting and private events are important.</li> <li>● Atelier visits and local invitations create impact.</li> <li>● Early access and in-store customisation strengthen engagement.</li> </ul>   |

### **Core Initiatives**

The central element of Trussardi's loyalty strategy is the creation of "The Gentle Society Pass", an invitation-based cultural membership designed to strengthen emotional engagement rather than reward transactions. Rather than relying on conventional loyalty mechanisms based primarily on discounts, transactional rewards, or points systems, the proposed strategy focuses on cultivating long-term emotional attachment, cultural belonging, and personalised brand relationships.

This approach reflects broader transformations within the contemporary luxury sector, where loyalty is increasingly generated through exclusivity, personalised experiences, and emotional resonance rather than purely transactional incentives (Kapferer and Bastien, 2012). Particularly within the context of understated and experience-led luxury, consumers seek brands that provide a sense of identity, lifestyle alignment, and cultural participation rather than overt status consumption (Sicard, 2013).

For Trussardi, loyalty should therefore be positioned as an extension of the brand's Milanese lifestyle identity. The objective is to create a community of consumers who feel connected not only to the products



themselves, but also to the values, aesthetics, and cultural environment surrounding the brand. Existing customers and high-value clients could receive invitations to private events, atelier visits, design exhibitions, cultural collaborations, and limited product previews connected to Milanese design, craftsmanship, and Italian lifestyle culture.

At the same time, experiential offerings would be geographically adapted to the customer's location, allowing events, collaborations, and cultural experiences to reflect relevant local creative ecosystems and luxury contexts rather than being limited exclusively to Italy. Members of The Gentle Society Pass would additionally benefit from priority access to capsule collections, limited editions, and exclusive collaborations developed through the Gentle Society creative network. These experiences reinforce emotional engagement while strengthening perceptions of exclusivity and authenticity (McKinsey & Company, 2025).

At the same time, CRM systems should become significantly more personalised and behaviour-driven. Rather than mass communication, Trussardi should prioritise curated interactions based on purchase history, product preferences, and lifestyle interests. Personalised styling recommendations, early access to collections, anniversary gifting, and tailored content can contribute to a more intimate and premium consumer relationship.

To further enhance relevance and proximity, app-based geolocation features could deliver personalised invitations to nearby events, artisanal workshops, or "Gentle Talks" hosted within local boutiques. In doing so, Trussardi can transform the customer journey into a continuous, relational, and immersive experience that reduces emotional distance from the brand while helping consumers navigate the fragmented decision-making process characteristic of the contemporary luxury market.

Digital platforms also play a central role within this loyalty strategy. Through Instagram Close Friends content, broadcast channels, private online communities, personalised newsletters, and invitation-only digital experiences, Trussardi can maintain continuous engagement with consumers beyond physical retail interaction. Importantly, these touchpoints should remain visually refined and culturally aligned with the brand's understated luxury positioning rather than overly commercial or promotional.

The retail environment itself should further support loyalty development through hospitality-driven service and relationship building. Store associates should function not simply as sales staff but as brand ambassadors and lifestyle advisors capable of delivering highly personalised and emotionally memorable experiences. This clienteling approach is particularly important within luxury retail, where human interaction often becomes a defining factor in long-term customer retention (McKinsey & Company, 2025).



### **Secondary Initiatives**

In parallel, Trussardi should strengthen its role as a cultural and community facilitator by repositioning boutiques as contemporary salons dedicated to intimate and curated experiences. “Gentle Conversations” could be introduced as exclusive micro-events designed for small groups, where members of the Gentle Society collective, local artists, interior designers, or creative entrepreneurs engage informally with customers.

A further differentiating initiative could involve the introduction of an industrial-artisanal customisation lab, leveraging Miroglio’s manufacturing capabilities to elevate the in-store experience. Through real-time personalisation services, artisans could customise leather goods or incorporate sartorial details directly in boutiques, transforming products into unique and emotionally meaningful possessions.

This experiential dimension not only reinforces perceptions of craftsmanship and exclusivity but also strengthens emotional attachment by positioning products as co-created expressions of personal identity.

Ultimately, the loyalty strategy aims to transform Trussardi from a transactional fashion brand into a long-term lifestyle relationship. By combining personalised service, cultural access, digital intimacy, experiential exclusivity, and community-driven engagement, the brand can strengthen retention, increase customer lifetime value, and reinforce emotional loyalty across both existing affluent consumers and younger aspirational audiences.

### **KPIs**

To evaluate the effectiveness of the proposed loyalty strategy, Trussardi should prioritise three key performance indicators: customer retention, repeat purchase rate, and customer lifetime value. Retention is particularly relevant given that The Gentle Society Pass aims to cultivate long-term emotional relationships rather than short-term transactional engagement.

A higher retention rate would indicate the brand’s ability to maintain ongoing consumer relationships through personalised communication, exclusive access, and cultural participation. Repeat purchase rate is equally important, as it measures whether customers continue purchasing after engaging with loyalty initiatives such as private events, personalised recommendations, or priority access to capsule collections. Finally, customer lifetime value provides a broader assessment of the long-term financial contribution generated by customers, reflecting the effectiveness of Trussardi’s relational and experience-led approach to loyalty. Together, these KPIs allow the brand to assess both behavioural loyalty and the long-term value created through emotional engagement.



## PHYSICAL - DIGITAL INTEGRATION

### In-Store

#### **Magic Scan & Availability**

Operating through, this tool transforms the customer's smartphone into a digital bridge during their boutique visit. When a customer scans a product label, the application queries the centralized inventory database in real-time, leveraging RFID technology to provide near-perfect stock visibility. This technological infrastructure allows the system to instantly display available sizes and colors not only in the current location but across all boutiques, smoothly routing an out-of-stock physical item into an immediate online transaction for home delivery.

#### **Click & Collect (BOPIS), Reserve in Store, and Ship-from-Store**

By connecting the central e-commerce hub directly to the physical stores' backend stock systems, the retail boutiques effectively double as localized fulfillment centers. This "Smart Retail" operational model removes logistical friction, allowing the omnichannel system to fulfill digital orders directly from physical boutique inventory or securely hold items for customers transitioning from digital browsing to physical try-ons, ultimately optimizing stock turnover and accelerating delivery times.

#### **Heritage Scan**

By integrating QR codes or NFC tags within the garments or packaging, the physical item acts as a trigger for digital content delivery. Operationally, scanning these tags activates archival video content on the user's device, instantly bridging the contemporary physical product with the brand's historical digital archive. Beyond delivering storytelling, this technological link captures critical behavioral data; it tracks exactly which products the customer is interacting with on the shop floor, automatically feeding this engagement data back into their unified CRM profile to refine future personalized communications and styling recommendations.

#### **Caffe Trussardi**

Alongside the retail experience, Trussardi would also introduce experiential touchpoints such as Caffè Trussardi mobile café trucks and temporary pop-up cafés inspired by Milanese lifestyle culture. These activations would function as both physical and digital engagement spaces, encouraging social interaction, UGC content and emotional connection with the brand beyond the traditional shopping environment.



### **Customer Recognition & Personalised Clienteling**

Through the Trussardi Society App and CRM integration, store staff can recognize returning customers when they enter the boutique. Purchase history, product preferences, wishlist items, and previous interactions are connected to the customer profile, allowing Sales Associates to provide a more personalized and relationship-driven experience. This supports Trussardi's strategy of creating boutiques that feel more like lifestyle spaces than traditional retail stores.

### **Omnichannel Profile Integration**

The boutiques are fully connected to the customer's digital profile through the omnichannel ecosystem. Using QR code product scanning and the Trussardi Society App, customers can check inventory visibility, available sizes, personalized recommendations, and saved wishlist products directly in-store. CRM integration also connects e-commerce, boutiques, and events, creating a seamless transition between online and offline experiences.

### **Technology as an Enabler of Quiet Luxury**

In Trussardi's updated customer journey, technology acts as an invisible, connective infrastructure rather than a flashy spectacle, seamlessly uniting physical boutiques, e-commerce, and CRM. Instead of relying on intrusive gimmicks, tools like the Trussardi Society App empower Sales Associates to become trusted lifestyle advisors who provide highly personalized service based on unified data. This human-centric approach aligns perfectly with the brand's "quiet luxury" positioning; aggressive technological displays would create severe cognitive dissonance with its refined Milanese identity (Sicard, 2013). Because modern consumers expect flawless omnichannel integration as a baseline standard, leveraging technology quietly behind the scenes to elevate the human touch is essential for validating Trussardi's sophisticated, premium status (McKinsey & Company, 2025; OneStock, 2023; Sestino et al., 2021).

## **Online**

### **The Trussardi Society App**

The physical-digital integration of Trussardi converges entirely within the Trussardi Society App, acting as "The Gentle Companion." Conceived as a Progressive Web App (PWA) activated via a simple QR code scan on the retail floor, this ecosystem serves as the invisible connective tissue binding together the brand's online platform, physical boutiques, global e-commerce, centralized CRM, and human clienteling efforts into a single, fluid ecosystem.



### **Clienteling App**

Clienteling empowers Sales Associates to act as Brand Ambassadors by utilizing a dedicated app integrated with a centralized CRM to manage personalized, one-on-one customer relationships. This digital tool allows staff to provide tailored styling advice and send proactive, private-invitation communications through WhatsApp Business, such as back-in-stock alerts or invitations to exclusive events, based on specific data like purchase history and personal milestones. By moving away from aggressive mass marketing, this approach leverages human interaction and real-time data to foster long-term emotional loyalty, effectively extending the luxury boutique experience beyond the physical store's walls. (How to Build a One-on-One Relationship With Your Customer - BOF, 2021)

### **Gentle Assistant**

A WhatsApp shopping assistant allows direct communication with Sales Associates for styling advice, personalized recommendations, and customer support in a more human and relationship-driven way. Inspired by digital concierge systems used by brands such as Ralph Lauren, the feature will also evolve into a smarter assistant capable of suggesting outfits, product care guidance, and wardrobe recommendations based on previous purchases.

### **The Virtual Palazzo**

It symbolically replaces the physical Palazzo Trussardi with an immersive digital environment. Through augmented reality functionalities, customers can virtually place Trussardi Casa furniture pieces inside their homes. It allows users to visualise their selected products in reality, offering a deeper understanding of the final product designs. (Top 6 technology trends employed by the luxury retail industry - Luxury Lifestyle Magazine, 2026). In addition, VR tours of the Trussardi Residences in Dubai allow users to explore the brand universe in an immersive way, merging fashion, interior design, and luxury real estate into a single experiential ecosystem. This means breaking geographic barriers and making exclusivity accessible worldwide.

### **QR Code and Product Scan Functions**

The QR code and product scan system connects Trussardi's physical and digital experience through the Trussardi Society App. Inside boutiques, customers can scan products to instantly access information such as craftsmanship details, material composition, styling inspiration, product storytelling, and inventory visibility across stores and online channels. This creates a smoother omnichannel journey while reinforcing Trussardi's heritage and lifestyle positioning. The feature also allows customers to continue their interaction with products after leaving the store, strengthening engagement beyond the physical retail environment.



### **Digital Wardrobe**

The Digital Wardrobe transforms purchases into part of a long-term lifestyle ecosystem. After buying a product, customers can save selected items inside the Trussardi Society App, creating a personalized digital archive connected to their profile. The feature allows users to revisit past purchases, receive styling suggestions, manage product care information, and build personalized looks over time. Beyond functionality, the Digital Wardrobe strengthens emotional connection with the brand by extending the customer experience beyond the moment of purchase.

### **Extending the Boutique Experience Through Digital Integration**

The website and the Trussardi Society App extend the boutique experience through a fully integrated phygital ecosystem. Before visiting the store, customers can explore editorial storytelling, product archives, virtual catalogs, personalized recommendations, inventory visibility, and AR product visualization. During and after the visit, features such as WhatsApp clienteling, digital wardrobe, "Magic Scan" stock verification, and personalized CRM communication continue the relationship beyond the physical store, transforming the experience into a long-term lifestyle connection rather than a simple transaction.

### **Omnichannel Consistency Across Physical and Digital Retail**

Despite the drastic reduction in physical retail footprints while simultaneously requiring these compact stores to function as comprehensive lifestyle hubs, the digital journey directly solves this spatial paradox; features like "The Virtual Palazzo" AR staging and VR tours digitally expand the store's walls, allowing consumers to explore Trussardi Casa and the Dubai Residences without adding to physical overhead or layout costs.

Furthermore, the digital companion operationalizes the transition from volume-driven transactional spaces to data-centric experiential environments, as the WhatsApp Clienteling App and Gentle Assistant leverage a centralized CRM to turn sales staff into brand ambassadors who cultivate high-value relationships through private, personalized outreach rather than mass discounting. Ultimately, by connecting physical boutique shelves to a global omnichannel inventory through the "Magic Scan" and anchoring long-term value via the Digital Wardrobe, the digital journey eliminates retail stock limitations and safeguards the brand's premium, accessible luxury positioning exactly as dictated by the distribution architecture.



### **Online-to-Offline Customer Flow Integration**

Online platforms help bring customers into physical stores through social media content, WhatsApp invitations, appointment bookings, and event promotions. At the same time, the in-store experience connects customers back to digital channels through QR codes, app features, digital wardrobe tools, and shareable experiences like Caffè Trussardi and AR activations that encourage social media engagement.

### **Post Purchase**

Rather than treating physical and digital touchpoints as separate channels, the strategy integrates CRM systems, retail experiences, cultural activations, and personalised communication into one continuous omnichannel ecosystem designed to reinforce craftsmanship, quiet luxury, and Milanese lifestyle culture.

### **Post-Purchase Relationship Ecosystem**

The relationship is kept alive through an integrated post-purchase ecosystem where physical and digital touchpoints continuously reinforce one another rather than operating separately. Central to this strategy is *The Gentle Society Pass*, an invitation-based cultural membership that connects e-commerce, CRM systems, flagship stores, social media platforms, customer service, and regional activations into one continuous ownership experience. Instead of technology functioning as isolated tools, each platform supports the next stage of interaction. For example, after purchasing a leather bag or coat online, customer purchase data would automatically connect to the CRM system, allowing Trussardi to deliver a personalised “Milan Craftsmanship Journal” email series featuring leather care tutorials, styling recommendations inspired by interiors and architecture, and craftsmanship storytelling focused on product longevity. The same customer profile would then inform future in-store experiences, enabling flagship locations in Milan, Tokyo, or Paris to recognise previous purchases, preferences, and service history when customers book restoration appointments or attend private events.

This integration is strategically important because the proposed repositioning relies on emotional sophistication, omnichannel continuity, and understated luxury rather than trend-driven visibility. Research increasingly shows that luxury consumers now expect seamless recognition across digital and physical channels rather than fragmented experiences (OneStock, 2023; Sestino et al., 2021). Physical spaces therefore become extensions of the digital ecosystem rather than standalone retail environments. Customers who engage online can later transition into in-store aftercare services such as leather conditioning, restoration consultations, styling appointments, and invitation-only previews. This mirrors experiential luxury strategies increasingly used by brands such as Hermès and Bottega Veneta, where craftsmanship and product longevity become central to post-purchase retention and emotional value creation (Bertrand, 2024).



## **Integrated Communication & Experiential Engagement**

The communication and services following the purchase are designed to connect digital engagement with physical experiences in a way that feels culturally relevant and emotionally engaging rather than overtly promotional. Communication continues through integrated digital platforms including Instagram Close Friends content, broadcast channels, personalised newsletters, private online communities, and invitation-only digital experiences. However, these channels do not function independently; instead, they guide customers toward offline experiences such as atelier visits, design exhibitions, artisanal workshops, Gentle Talks, and local cultural activations linked to their geographic region through app-based geolocation features.

Trussardi's post-purchase communication prioritises educational and lifestyle storytelling inspired by strategies used by Aesop and Loro Piana, where CRM communication operates as an extension of the brand world rather than conventional advertising (Arvato, 2026). For example, digital content such as leather care tutorials filmed in Milan ateliers or architecture-led styling editorials reinforces the same values customers encounter physically inside flagship stores and cultural events.

Technology functions as the infrastructure linking these interactions together. CRM systems unify purchase history, event attendance, browsing behaviour, customer service interactions, and regional preferences across all markets. This allows communication to adapt dynamically to customer behaviour and location. For instance, customers attending a Trussardi pop-up in Dubai or Doha could later receive region-specific invitations to Ramadan capsule previews, private WhatsApp concierge support in Arabic and English, or early access to limited collections linked to regional demand. This reflects the increasing use of culturally localised luxury clienteling within Middle Eastern retail environments (Who What Wear, 2025).

## **Building Continuous Omnichannel Engagement**

This integrated ecosystem builds the next interaction by ensuring that every digital and physical touchpoint contributes to a continuous and personalised customer journey. Rather than treating social media, CRM systems, events, retail stores, and aftercare services as separate functions, the strategy connects them to create ongoing opportunities for engagement after the initial purchase. For example, attendance at a Gentle Conversation event featuring local artists or designers could later influence personalised recommendations, future invitations, or access to exclusive capsule collections through the CRM system. Similarly, repair consultations or styling appointments booked in-store would contribute to future digital communication and personalised event outreach.



Omnichannel continuity and customer recognition increasingly shape perceptions of luxury quality and emotional value (OneStock, 2023; Sestino et al., 2021). By connecting online browsing behaviour, purchase history, event attendance, and customer service interactions, Trussardi can ensure that future experiences feel seamless, personalised, and culturally aligned rather than repetitive or transactional. Educational and lifestyle-focused communication also increases appreciation for craftsmanship and longevity, encouraging customers to view products as long-term investments rather than seasonal purchases.



## CRM & PERSONALIZATION LOGIC

Rather than using Customer Relationship Management purely as a transactional sales tool, the strategy positions CRM as the central infrastructure connecting customer data, omnichannel continuity, and long-term emotional engagement. Contemporary luxury consumers increasingly expect brands to recognise individual preferences, deliver personalised interactions, and provide seamless experiences across channels while simultaneously maintaining discretion and authenticity (Sestino et al., 2021).

Through integrated CRM systems, behavioural data collection, and selective personalised experiences, the brand aims to strengthen customer loyalty, increase emotional value, and build a more connected luxury ecosystem capable of supporting long-term brand relevance within the evolving luxury market.

### CRM Data Collection Strategy

The Customer Relationship Management (CRM) functions as the central infrastructure connecting the brand's physical and digital ecosystem. Rather than collecting customer information purely for transactional purposes, the CRM strategy therefore supports Trussardi's broader repositioning around understated luxury, emotional connection, and long-term relationship building. Data collection becomes a relational process designed to enhance personalisation, omnichannel continuity, and experiential luxury rather than aggressive commercial targeting. Contemporary luxury consumers increasingly expect brands to recognise their preferences, provide seamless cross-channel experiences, and deliver personalised interactions while simultaneously respecting privacy and discretion, both of which are now strongly associated with perceptions of premium service quality (Sestino et al., 2021).

### Who Collects Customer Data? And How?

Within the proposed ecosystem, customer data is collected collaboratively across both physical and digital touchpoints. In physical retail environments, Sales Associates and client advisors operating within flagship boutiques act as the primary collectors of qualitative customer data. Under the proposed strategy, these employees no longer function simply as transactional sales staff but as "brand ambassadors" responsible for building long-term customer relationships through personalised interaction. During boutique visits, styling appointments, private consultations, post-purchase follow-ups, and experiential events, Sales Associates gather information regarding customer preferences, sizing, purchasing habits, product interests, lifestyle behaviours, and important personal milestones such as birthdays or anniversaries. These insights are then recorded through CRM-supported clienteling systems and integrated into the broader omnichannel customer profile (Business of Fashion, 2021).



At the same time, digital systems collect quantitative behavioural data throughout the customer journey. The Trussardi e-commerce platform, the Trussardi Society App (“The Gentle Companion”), newsletter registration systems, QR-enabled experiences, WhatsApp clienteling services, and social media interactions all contribute to first-party data collection. CRM teams and digital marketing specialists manage this information centrally in order to unify customer behaviour across online and offline channels, ensuring continuity between boutique interactions, online browsing, event participation, and post-purchase engagement.

Importantly, data collection also occurs through customer service interactions and loyalty ecosystem participation. As customers engage with “The Gentle Society Pass,” RSVP to cultural events, use WhatsApp concierge support, or interact with repair and aftercare services, additional behavioural and relational insights are continuously added to the customer profile. This creates a dynamic and evolving understanding of the consumer that supports increasingly personalised luxury experiences over time.

### **Data Collection Points Across the Customer Journey**

**Awareness:** Data collection begins during the Awareness stage of the customer journey, particularly through digital discovery touchpoints. Customers interacting with Trussardi’s Instagram campaigns, Pinterest boards, QR-enabled AR activations such as “Greyhounds in the City,” or Milanese lifestyle content may voluntarily enter the ecosystem through newsletter subscriptions, QR scans, social media engagement, or visits to the e-commerce platform. These interactions allow Trussardi to monitor browsing behaviour, product interests, campaign engagement, preferred categories, regional activity, and interaction frequency.

**Consideration/Messy Middle:** The customer journey becomes significantly more data-intensive during the Messy Middle phase, where consumers actively evaluate products and engage more deeply with the brand ecosystem. The Trussardi Society App acts as one of the primary data collection tools during this stage. Features such as “Magic Scan & Availability,” digital wishlists, virtual wardrobe functionality, archive storytelling, and in-store QR interactions allow the brand to collect behavioural data related to product scanning, saved items, purchase intentions, boutique visits, and engagement with heritage content.

When customers attend “Gentle Conversations,” private styling appointments, or cultural micro-events hosted within boutiques, Sales Associates collect information regarding consumer preferences, lifestyle interests, event participation, and emotional engagement with the brand universe. WhatsApp-based communication through the proposed “Gentle Assistant” concierge service also generates conversational data that can support future clienteling and personalisation strategies.



**Purchase:** During the Purchase stage, transactional touchpoints provide additional CRM inputs. E-commerce account creation, checkout processes, click-and-collect usage, payment preferences, delivery selections, product purchases, and customer service inquiries all contribute to a unified omnichannel profile. Through integrated CRM systems, Trussardi can consolidate purchase history, online browsing patterns, boutique interactions, and service requests into one connected customer database (OneStock, 2023).

**Post-Purchase & Loyalty:** In the Post-Purchase and Loyalty stages, data collection continues through repair services, event participation, loyalty membership engagement, personalised newsletter interaction, aftercare requests, WhatsApp follow-ups, and digital wardrobe usage. This long-term data accumulation enables Trussardi to transition from transactional CRM into relationship-based luxury clienteling, strengthening emotional loyalty and customer lifetime value over time.

### **Customer Incentives to Share Data**

The effectiveness of Trussardi's CRM strategy depends not only on how data is collected, but also on why consumers are willing to voluntarily share personal information. Within luxury environments, customers are significantly less motivated by purely transactional incentives such as discounts or mass-market rewards systems. Instead, luxury consumers are more likely to exchange data when they perceive emotional, experiential, or exclusivity-driven value in return (Kapferer and Bastien, 2012).

One of the primary incentives within the proposed customer journey is access to personalised and culturally exclusive experiences. Customers who create accounts, register for newsletters, join "The Gentle Society Pass," or engage with the Trussardi Society App gain access to private events, early collection previews, personalised styling recommendations, architecture and design talks, cultural activations, and localised boutique experiences connected to Milanese lifestyle culture. Rather than framing CRM participation as a commercial exchange, the strategy positions data sharing as entry into an exclusive cultural community centred around craftsmanship, design, and understated sophistication.

Digital convenience also acts as a major motivator for participation. Features such as inventory visibility across boutiques, digital wardrobe functionality, repair tracking, QR-enabled product storytelling, WhatsApp concierge communication, personalised recommendations, and seamless omnichannel continuity improve usability and service fluidity across channels. Research increasingly demonstrates that younger luxury consumers are willing to share behavioural data when it directly improves convenience, personalisation, and experiential integration (PwC, 2025).

Additionally, emotional identity and lifestyle alignment play an important role in encouraging CRM participation. The proposed repositioning strategy presents Trussardi not simply as a fashion label but as



a cultural and lifestyle ecosystem rooted in Milanese sophistication, architecture, craftsmanship, and quiet luxury. Consumers who identify with these values are therefore incentivised to participate more deeply within the brand ecosystem because CRM engagement reinforces their own sense of aesthetic identity and cultural belonging.

### **Challenges and Privacy Considerations**

Despite the advantages of CRM-driven personalisation, the strategy also presents potential risks. Contemporary luxury consumers increasingly associate discretion, privacy, and controlled communication with premium service quality, meaning that excessive automation or intrusive data usage could weaken perceptions of trust and sophistication (Vogue Business, 2025). Overly aggressive recommendation systems, excessive push notifications, or impersonal AI-generated communication may contradict Trussardi's positioning around emotional refinement and understated luxury.

For this reason, the CRM strategy must remain human-centred and carefully balanced. Technology should support intimacy and personalised service rather than creating overly commercial or algorithmically invasive experiences. Maintaining transparency regarding data usage and prioritising subtle, curated communication will therefore be essential to preserving customer trust and reinforcing long-term emotional loyalty.

### **What Does The Brand Do With The Collected Data?**

Using CRM data, the goal is to evolve clienteling into a more systematic and strategic practice, creating interactions that feel exclusive through: Data collection and analysis, as every interaction is an opportunity to gather valuable insights. From important dates (birthdays) to style preferences and past purchases, this data forms the foundation of successful personalisation; Personalised communication, armed with this information, allows advisors to engage in relevant and authentic conversations; In-store and beyond experiences where clienteling goes beyond the walls of the Trussardi stores. It shines through bespoke welcomes, exclusive services like private styling, and attentive post-purchase follow-ups, extending the luxury experience well beyond the transaction. (cegid, 2025)

### **Customer Segments That Are Built**

The four Customer segments: VICs, who represent the top spenders investing heavily in core leather goods and tailoring. They are followed by Lifestyle Cultivators, who enter the ecosystem through a passion for design and architecture and represent prime candidates for cross-category expansion into Trussardi Casa. Younger, digitally native consumers are captured as Neo-Gentle Discoverers through channels like TikTok and immediate PWA interactions, requiring long-term value incubation. Finally,



Heritage Nostalgics comprise historical clients who drifted away during the brand's past financial instability and must now be re-boarded through the communication of Miroglio's stable vision.

### **Personalized Actions Triggered**

Rather than relying on intrusive, automated push notifications that contradict a quiet luxury ethos, the brand activates these segments through data-driven triggers that culminate in personalized, human actions. For VICs, actions such as adding an unreleased look to their digital wardrobe trigger a priority task in the CRM, prompting their dedicated Sale Assistant to send a bespoke WhatsApp invitation for a private styling session in a physical Private Suite. When a Lifestyle Cultivator engages with the Virtual Palazzo AR tool for an extended period, the system triggers an invitation to an exclusive Gentle Conversations architecture or design salon. For first-time Neo-Gentle Discoverers, a completed transaction triggers a soft post-purchase nurturing sequence through the app's Digital Wardrobe interface alongside personalized care guidance via the Gentle Assistant. Similarly, when a Heritage Nostalgic profile is flagged as inactive for over two years, the system prompts a localized store director to bypass generic coupons and instead share a highly curated lookbook detailing the brand's contemporary creative direction.

### **Realistic CRM/CDP Level**

Implementing this relational strategy requires a realistic and pragmatic technology stack that aligns with Miroglio's industrial capabilities and Trussardi's lean network of fifteen boutiques. Instead of an over-engineered enterprise IT overhaul, the brand should deploy a hybrid architecture combining a core retail CRM with a lean Customer Data Platform layer. Trussardi can utilize a retail-specific CRM solution like Cegid, which is already integrated into Miroglio's broader operations, to manage day-to-day boutique clienteling, transactional profiling, and point-of-sale inventory tracking. This is paired with a streamlined CDP to act as the real-time data pipeline, connecting online web behaviors like PWA tag scans directly to the sales associate's tablet. This configuration avoids data bloat and gives the specialized retail network the digital sophistication of a global powerhouse without saddling a recovering brand with excessive software complexity.



## What does personalisation look like?

### Airport behaviour personalisation

Scenario: A customer with a history of purchasing Trussardi travel accessories opens the brand's mobile application while located at an airport before an international flight.

Channel: Mobile push notification

Personalised Message: "Travelling today? Discover a selection of Trussardi leather essentials designed for short business and weekend trips."

Why this reflects personalisation: This interaction combines historical purchase behaviour with real-time contextual data. Rather than sending a generic promotional message, Trussardi adapts communication according to the customer's previous interest in travel products and their immediate environment, creating a message that is both relevant and timely.

### Gift-Oriented Personalisation Through Behavioural Change

Scenario: A customer who has historically purchased only menswear begins browsing women's leather accessories in the weeks leading up to December, showing behaviour inconsistent with their previous shopping pattern.

Channel: Email marketing and personalised website banner

Personalised Message: Subject: Looking for a meaningful gift?

"Explore a curated selection of Trussardi leather accessories chosen for seasonal gifting."

Why this reflects personalisation: Instead of assuming a permanent shift in customer preference, Trussardi interprets the behavioural change as a potential gifting occasion. The communication adapts to the customer's browsing activity and timing, offering relevant suggestions based on inferred intent rather than past purchases alone.



## KPIs & EXPERIENCE MEASUREMENT

To evaluate the effectiveness of the proposed strategy, Trussardi's KPI system would focus on acquisition, experience, and retention. The objective is not only to measure sales performance, but also customer engagement, omnichannel integration, cultural relevance, and long-term loyalty.

Because Trussardi's internal performance data is not publicly accessible, the proposed KPI targets are based on accessible luxury industry benchmarks and omnichannel retail averages.

### Acquisition

#### What it Measures

How effectively Trussardi attracts new customers and increases visibility among younger audiences.

#### Main KPIs & Targets

The acquisition phase would measure monthly website sessions, social media engagement rates, participation in Caffè Trussardi activations, and user-generated content volume. Based on accessible luxury industry benchmarks, the strategy targets a 25% increase in website traffic within 12 months, social engagement rates above 3.5%, and strong participation in experiential activations to improve cultural relevance and Gen Z visibility.

#### How to Measure

Performance would be measured through GA4 analytics, Instagram and TikTok insights, CRM reports, hashtag tracking, and event participation data.

### Experience

#### What it Measures

The quality of the omnichannel experience across digital and physical touchpoints.

#### Main KPIs & Targets

The experience phase would evaluate app engagement, WhatsApp clienteling usage, website session duration, and in-store satisfaction levels. The objective is to create a more connected, personalized, and immersive luxury experience, targeting metrics such as app engagement growth above 20%, WhatsApp response rates above 85%, and customer satisfaction scores above 4.5/5.

#### How to Measure

Performance would be measured through CRM systems, app analytics, customer surveys, boutique feedback forms, and heatmaps analyzing website user behavior.



## **Retention & Value**

### **What it Measures**

How effectively Trussardi builds long-term customer relationships and loyalty.

### **Main KPIs & Targets**

The retention phase would measure repeat purchase rates, loyalty engagement, participation in private events, personalized service usage, and email open rates. Based on accessible luxury CRM benchmarks, the strategy targets repeat purchase rates above 35% and email open rates above 28% to strengthen emotional connection and long-term loyalty

### **How to Measure**

Performance would be measured through CRM platforms, loyalty program data, email marketing analytics, and purchase history analysis.



## CONCLUSION

In conclusion, this project demonstrates that Trussardi's future competitiveness depends not on reinventing the brand, but on communicating its existing heritage in a more contemporary, connected, and culturally relevant way. The proposal therefore focuses on rebuilding coherence across distribution, retail, communication, and customer experience while preserving the craftsmanship, sophistication, and understated elegance that remain central to the brand's identity. Through controlled modernisation, Trussardi can move away from the fragmented strategies that previously weakened brand equity and instead establish a more unified and emotionally resonant luxury ecosystem.

The proposed integration of experiential retail, CRM personalisation, phygital infrastructure, and selective omnichannel distribution positions Trussardi to compete more effectively within the growing accessible luxury market. Importantly, the strategy does not attempt to transform Trussardi into a trend-driven or mass luxury brand. Instead, it strengthens the brand's relevance by aligning its heritage with the evolving expectations of contemporary luxury consumers who increasingly value authenticity, emotional connection, cultural storytelling, and seamless omnichannel experiences.

### Future Outlook

Looking forward, Trussardi has significant opportunities to strengthen its presence within markets such as the Middle East, Eastern Europe, and digitally led international regions where demand for understated luxury and lifestyle-driven experiences continues to grow. The long-term success of the brand will therefore depend on its ability to maintain consistency across channels, preserve creative and distributional control, and continue evolving its Milanese lifestyle positioning without diluting its heritage authenticity. If executed effectively, this strategy could allow Trussardi to re-establish itself not simply as a heritage fashion label, but as a contemporary luxury lifestyle ecosystem capable of sustaining both cultural and commercial relevance over time.



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